

March 1957

THE REPORTER OF

Direct Mail

advertising



WHO?...WHERE?...WHAT?...

YOUR DIRECT MAIL LIST IS IN THE PONTON CATALOG!



**PONTON LISTS ARE COMPILED
BY IBM ELECTRONIC EQUIPMENT
FOR MORE THOROUGH COVERAGE OF
ACCURATE LISTINGS. FULL SELECTION
ELECTRONICALLY CONTROLLED.**

Complete from A to Z... a compendium of professions, trades, manufacturers, wholesalers, dealers, agents, income brackets, vacations, home owners, hobbies... over 4,000 alphabetically classified lists.

United States or foreign... it pin-points the list for you to find your prospects... Open new markets, or expand existing ones... find virgin research areas... even locate lost customers. Whatever your need, if the list can be compiled on the basis of available and substantial evidence, it is in the PONTON CATALOG or we will build one for you with PONTON SELECTIONS. The PONTON LIST guarantees comprehensive area coverage... electronic selection to eliminate human error... instantaneous compilation. When we act as your direct mail department, every detail is ours from addressing to mailing.

PONTON has available 115 million names...
carefully and accurately set-up to include both
individual and business names.

PONTON

knows your prospects... BY NAME!

W. S. PONTON, Inc.

Sales Office and Production Plant
44 HONECK STREET, ENGLEWOOD, N. J.

Phone: Englewood 4-5200

New York Phone:
MUrray Hill 7-5311
(direct connection to Englewood)



Is this where they file your letters?



Why not give your form letters that
"Hand Typed" look that gets them read!

Now you can give form letters all the interest and appeal of a personally dictated letter—for as little as a penny a page!

Robotyper works something like a player piano ... 1960 style. Automatically types from 150 to 250 letters a day with an electric typewriter.

Want to personalize them? Robotyper stops at any selected point. Lets you type in dates, names or figures. If one Robotyper isn't enough, you can hook up two, three, or even four together. One typist can easily operate them all.

Robotyper can also be used to compose and type routine business letters. Simply make up a list of standard paragraphs covering most usual situations. Check off the proper paragraphs for any given letter. Robotyper does the rest.

And it's all so easy! Any typist who can push a button can operate a Robotyper. It takes only minutes a day from her regular work.

If you send out form letters, reports, or bulletins, get the money-saving story on Robotypers. Write today to the nearest Royal Typewriter Company branch for a free descriptive folder.



ROBOTYPER multiplies an electric typewriter's output 4 to 16 times.

ROYAL[®] ROBOTYPERS

Electrics • Standards • Portables • Roytype[®] Business Supplies

"Robotypers" are manufactured by Robotyper Corporation, a subsidiary of Royal McBee Corp.

"Speak of moderns
without contempt,
and of the ancients
without idolatry."

Lord Chesterfield

The oldest tools of direct mail are a letter, a reply card and an envelope. 23 years ago we combined these elements into Reply-O-Letter, the letter with the Built-In reply card, mailed in a window envelope.

Through the years, we've gathered together some of the best minds in the industry—writers and artists who help our customers create top drawer selling copy.

This is a strong combination, and it gets results.

Ancient or modern, as you see it, Reply-O-Letter costs little, delivers much. And, as always, the creative help you permit us to give you—*costs nothing*. All you need is a continuing use for good direct mail.

23rd year of Service to
organizations in every field
CARNEGIE ENDOWMENT for INTER. PEACE
NEW ENGLAND JOURNAL OF MEDICINE
ATOMIC DEVEL. SECURITIES CORP.
EQUITABLE LIFE, NEW YORK
WILLMANN SERVICE SYSTEM
POPULAR MECHANICS
AIR REDUCTION
BELL & HOWELL

the
reply-o-letter

7 CENTRAL PARK WEST
NEW YORK 23, N. Y.
CIRCLE 9-8118

Sales Offices:
BOSTON • CHICAGO • CLEVELAND • DETROIT • TORONTO



THE REPORTER OF Direct Mail advertising

224 Seventh Street, Garden City, N. Y.

Pioneer 6-1837

A MAGAZINE DEVOTED EXCLUSIVELY TO CONTACT BY MAIL

Volume 19 Number 11

March, 1957

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our way of life
is built on printing

Americans read more magazines, newspapers and books
than any other people.

The printed word educates, entertains and enlightens . . .
It promotes new products, services and ideas.

Small wonder why 168,000,000 Americans live so well.

INTERNATIONAL PAPER



our way of life
is built on printing

Because each man, woman, and child
has an idea, a plan,
the printed word is the most important of all.
It provides the pattern for the world.
That's why the printed word is so vital.

INTERNATIONAL PAPER


new white HUDSON GLOSS

An outstanding, improved process-coated paper.
Super-calendered to give a high gloss for quality letterpress
printing of catalogs, cook books, house-organs, time-tables,
travel folders, booklets and broadsides, using 110-120 line halftones.
Available at low cost in 50-60 and 70 pound weights through
leading paper merchants. Write for sample book.
Please use your business letterhead, or consult
your leading paper merchant.

Other fine quality Mill Brand
printing papers by International

ADIRONDACK BOND
ADIRONDACK LEDGER
BEESSWING MANIFOLD
INTERNATIONAL DUPLICATOR
INTERNATIONAL MIMEO SCRIPT
INTERNATIONAL TI-OPAKE
INTERNATIONAL OFFSET
SPRINGHILL INDEX
SPRINGHILL COLORED INDEX
SPRINGHILL POST CARD
SPRINGHILL WHITE TAG
SPRINGHILL MANILA TAG
SPRINGHILL VELLUM-BRISTOL

TICONDEROGA OFFSET
TICONDEROGA BOOK
TICONDEROGA TEXT
TICONDEROGA TEXT, Coverweight
LOUISIANA COLORED TAG
OTIS BRISTOL
HUDSON BOOK
HUDSON COVER, C1S
HUDSON LABEL, C1S
HUDSON LITHO, C1S
EMPIRE BOOK
WINN BOOK
CONVERTING PAPERS


International Paper COMPANY

FINE PAPER AND BLEACHED BOARD DIVISION

220 East 42nd Street, New York 17, N. Y.

Printed by letterpress on
Hudson Gloss, Basis 70.

SHORT NOTES DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

NEWSLETTERS seem to be on the increase. That is, newsletters used for company promotion rather than the syndicated, commercial ventures. Notable among recent creations are: (1) *Marketing Reminders* by Richard Manville Research, 230 Park Ave., New York 17, N. Y. Four pages of fascinating digests of trends and facts for marketing men. Write to Dick for a sample copy. Worth studying. (2) *Newsletter* being published monthly by John Pataño of Ambassador Letter Service Co., 11 Stone St., New York 4, N. Y. Naturally, the four pages contain brief items about direct mail. Well written. Valuable information. John or son Don (editor) will be glad to send you a copy of their brainchild. (3) Ed. Monahan of Monahan Bros., Inc., 535 Gravier St., New Orleans 12, La., has also joined the ranks with a monthly two-pager called *Reflections*. Another we like is published by the Advertising Federation of America, 250 W. 57th St., New York 19, N. Y. Edited by old newshound Jim Proud. The six pages are jammed with abbreviated news about happenings in advertising circles. There are many, many others . . . with new ones making their debut every month. For a behind-the-scenes case history of how one of the most successful was born (and what it has accomplished) . . . see "The Inside Story of A Newsletter" on Page 18 of this issue.

♫
□ **"EVERYBODY TALKS ABOUT THE WEATHER**, but nobody does anything about it." This was pretty much the case with the hundred and one opinions we've heard concerning the big storm at Crowell-Collier. Practically every adman on Madison and Michigan seemed to have "inside dope" on why the publishing giant took a financial nosedive to extinction. But the most constructive analysis we've seen or heard comes from Milton M. Rockmore, president of The Rockmore Co. (advertising), 37 W. 57th St., New York 19, N. Y. Writing in the current issue of *Rockmore Report*, Milton gives a clear-cut, detailed outline of what

happened . . . then winds up with a sound 9-point "Checklist Against Business Decay." If every business would study and follow Milton's 9 suggestions, we think there would be far less chance of another Crowell-Collier debacle ever happening.

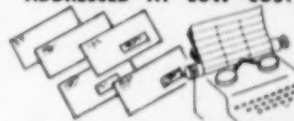
♫
□ **THE DELAWARE VALLEY MARKET** has been zeroed in by The Connelly Organization . . . which has just installed a highly-selective electronic addressing system. It offers more than 650,000 Delaware Valley names broken down into 404 homogeneous districts. President T. A. Connelly says their Select-O-Nomic Consumer Lists provide "a market drawn in terms of the number and value of owner-occupied homes, median income, education, race and other factors . . ." You can get a 24-page booklet describing the market coverage by writing to Connelly at 44 N. 10th St., Philadelphia 7, Pa.

♫
□ **ARE YOU MAKING GOOD USE OF ENVELOPE INSERTS?** The Disability Div. of Continental Casualty Co. is . . . with some amazing results. The Chicago insurance company provides Disability agencies with a supply of small pink slips which are used to accompany premium bills. The simple stuffer has just three paragraphs of typewritten text . . . reminding policyholders that their present coverage may be inadequate due to rising costs, changing income, etc. Also offers to renew coverage without charge if the policyholder simply returns it with his payment. Continental Disability agents find the pink slip is a powerful puller (one agent reported 8 out of 21 remittances returned the slip, etc.). Why not make good use of some inserts of your own . . . you're paying postage on that empty envelope space.

♫
□ **AUTO-TYPIST'S VERSATILE, TOO!** In our January issue Short Notes Dept. we had an item about Royal-McBee's new Model 330 Robomatic, in which we

HOW THEY SOLVED IT WITH able labels

SMALL MAILING CAMPAIGN ADDRESSED AT LOW COST



"We planned a series of 5 monthly mailings," reports Associated Business Publications. "Small program did not warrant plates or stencils, so we chose 'Multiplex' carbon-interleaved address labels in 5-part sets. One typing and our entire campaign was addressed."

TEST CARBON-INTERLEAVED 'MULTIPLEX' LABELS WITH FREE OFFER

YOU GET:	WHEN YOU BUY:
1 Box FREE	5 Boxes at \$8.75 ea.
2 Boxes FREE	10 Boxes at \$8.00 ea.
5 Boxes FREE	25 Boxes at \$7.50 ea.

Each label 1" x 2 3/4"—33 gummed, perforated labels per 8 1/2" x 11" sheet. Box contains 500 sheets. This gives you:

8,250	2-part label-sets per box
5,500	3-part label-sets per box
4,125	4-part label-sets per box
3,300	5-part label-sets per box

OFFER EXPIRES April 15. Limit: One order per customer. Money-back guarantee.

Sales offices: Boston, Detroit, Phila. 'Able Labels' are mfd. and distributed in Ohio by Allen Hollander Midwest Corp., 812 Huron Rd., Cleveland 15, Superior 1-0736.

Clip to letterhead, sign and mail:

Enter our order for 'MULTIPLEX' CARBON-INTERLEAVED MAIL ADDRESS LABELS:

☐ 2-part ☐ 3-part ☐ 4-part ☐ 5-part

<input type="checkbox"/> 1 Box	\$11.00
<input type="checkbox"/> 5 Boxes	@ \$8.75 ea. plus 1 FREE
<input type="checkbox"/> 10 Boxes	@ \$8.00 ea. plus 2 FREE
<input type="checkbox"/> 25 Boxes	@ \$7.50 ea. plus 5 FREE

**ALLEN
HOLLANDER**
company, inc.

385 Gerard Ave., New York 51, N. Y. Dept. RD
MOt Haven 5-1818
New York City's largest specialty label plant.

FISHING FOR MORE BUSINESS?



If you are, Copples "personalized" envelopes are just the bait the more appealing the lure the bigger and better the "catch" for appropriate and imaginative ideas call a Copples representative. Our art department will be only too willing to submit sketches.

Copples
envelope co., inc.
100 Furman Street, Brooklyn 1, New York
TRough 5-6281

offices: boston • philadelphia • washington d.c.

SHORT NOTES CONTINUED

said it's "the only unit of its kind which can be operated from record roll or keyboard." The "only" wasn't correct . . . as we forgot about American Automatic Typewriter Co.'s No. 10 Attachment to any regular Auto-Typist . . . which makes it possible to type either from the typewriter or record roll. Auto-Typist has had this feature for several years . . . used extensively by many insurance companies and others.



□ **IF YOU WANT TO SEE** some beautiful lithography printed in gold, write to Harris-Seybold Co., 4510 E. 71st, Cleveland 5, Ohio . . . and ask for a copy of their giant broadside on the new Harris 36" x 42½" press. To demonstrate the Harris 49½-er press, the broad-



side was planned and printed in a heavy-coverage gold motif. It was handled by putting the sheet through the press twice to overcome the usual plugging with gold ink after 1,500 impressions. The full-spread of the broadside (inside 36" x 49½") shows the new press in full color. A dynamic effect.



□ **THE FRAGRANCE OF EUROPE** will come to the U.S. soon . . . in a KLM Royal Dutch Airlines mailing planned for thousands of coast-to-coast travel agents. Fragrance Process Co., Inc., 73 Sullivan St., New York, has created a special scent named "KLM Zephyr" which will be used in the big travel promotion. The "Sparkling Springtime" scented mailing will try to capture the park-like flower fields and orchards of Europe which are perennial favorites of continental sightseers.



□ **CREATIVE TYPOGRAPHY** is a new innovation being offered by Franklin Typographers, New York type house which claims to be the first in the business

Deadly Direct Mail Mistake No. 5

"People Won't Read Long Letters"

By Maxwell Sackheim

THE whole question is, what is a long letter? Any letter that is *uninteresting* is a long letter! Even a short letter can *seem* long! Indeed, a short paragraph can seem long; and a short first sentence can make the rest of the letter unnecessary if it doesn't say and mean something worth while to the reader.

Revising the old cliché—it isn't *how* you say it but *what* you say that makes the difference between a successful letter and a failure. The slickest writing, the finest paper, printing and art work, can't make a good idea out of a bad one or an attractive offer out of a poor one.

Give me the right merchandise, the right price, and the right audience and if I have enough to say I will make ten pages of typewritten copy pay better than one, two or three. On the contrary, with nothing much to work on, and nothing much to say, a single page might seem longer than ten pages of interesting material.

Some years ago we wrote to businessmen, directors of large corporations, offering them savings on supplies used on farms, golf courses, large homes, estates, factories. The mailing was inexpensive, the letter was processed, one full page, mailed third class. The results were phenomenal. Even busy executives read anything that interests them.

More recently we mailed a solid six page processed letter to business executives throughout the country, offering a \$48.00 membership, with fabulous results.

The length of a letter, in inches or pages is not what determines its readership. Some time ago we wrote a three page letter to 30 busy Department Store buyers, inviting them to a luncheon during which a presentation was to be made. 29 buyers accepted and attended the luncheon. The letter started like this:

"For many years I have lived in awe of large buyers. 'You can't get near them,' people told

me. Others said, 'they'll keep you cooling your heels for hours.' Still others expressed the thought that you were the hardest-boiled bunch of human beings in the world, and the toughest to sell."

Those buyers read that letter—and responded. I doubt that a short letter would have sold them.

A famous old short letter was processed on a 5½ x 8 single sheet, and started like this:

"You don't know me from Adam, but I am told that you are a lover of good books . . . etc."

Don't be afraid to use many paragraphs, many pages, if you need lots of space in which to tell your story. It is far better to do a complete selling job on 2% than a half selling job on 10%. If anything, most letters are too short because of the *fear* of making them too long.

Don't believe "people won't read long letters." People read long books, take long trips, watch long movies and plays; and read long letters provided they justify the time. They must be interesting. They must promise a profit, in entertainment, in money, in enlightenment.

Letters are long only when they *seem* long; when they are deadly dull, obviously selfish; when they are written to *sell*, not to *serve*.

One way to test the length of your letter is to blue pencil it. When you can't afford to leave out a sentence it's short enough. When you can't say, "so what" after a sentence or paragraph, your letter is *interesting*, and therefore, short. Make your prospect say to himself "Well, Well!" "What do you know about that?" "Is that so?" "Gosh!" "This is something!" "I can use that!" and so on. *Empty* thoughts after reading your letters mean empty results.

Avoid Deadly Direct Mail Mistake No. 5 by making your long letters *seem* short.

We believe Direct Mail advertising should be compensated for in proportion to the results it produces, instead of on a fee basis which may or may not be equitable.

We believe our plan of compensation is fair to our clients and to ourselves: three dollars per thousand, with a minimum guarantee of \$300 regardless of how few are mailed. This places our services in the same category as any other element which must prove its value or be eliminated.

Whether you want orders or inquiries here is an opportunity to test — at small cost — the skill of an advertising agency which has specialized in mail order and Direct Mail advertising for many years.

Send us your typical mailings for our examination and comments, without obligation.

MAXWELL SACKHEIM & CO., INC., 545 Madison Ave., New York 22

Maxwell Sackheim & Co., Inc.

545 Madison Ave., New York 22, N. Y.

Enclosed are some of our typical mailings. Without obligation on our part we would like to have you go over them and advise us of what you think you can do for us.

Name _____

Position _____

Company _____

Address _____

City _____

Zone _____ State _____



"Scores well" in the bindery... with customers, too

Strong, pure fibers give Hammermill Cover a pliability that enables it to score and fold neatly and cleanly, for a better-looking job. And the durability of Hammermill Cover enables it to withstand repeated handling without cracking at the folds or roughing up at the corners. Keeps modern advertising printing looking better . . . longer.

The high brightness of Hammermill Cover gives your printing the extra sparkle that impresses customers. And Hammermill Cover now contains Neutrancel® pulp—an exclusive Hammermill development that brings the finest qualities of

northern hardwoods to fine papers.

Neutrancel pulp imparts even greater bulk to Hammermill Cover—gives printing an important "feel" that says "QUALITY." And the more level surface obtained with Neutrancel lends extra sparkle to illustrations, solids, type—letterpress or offset.

Get Hammermill Cover in a rainbow choice of eight popular, like-sided colors, and cleanest white. Specify Hammermill Cover the next time you order a cover job. And remember, for a cover job, there's no paper like a good cover paper. Hammermill Paper Company, Erie, Pennsylvania.

HAMMERMILL COVER

BY THE MAKERS OF HAMMERMILL BOND

FOR CATALOGS • BOOKLETS
MENUS • PRICE LISTS • FOLDERS
BROADSIDES • MANUALS

SHORT NOTES CONTINUED

to make the services of an experienced art director-consultant available. Franklin has appointed Mr. Charles Haftel, type and layout specialist, to help solve any typographic problem for advertisers and agencies. The art director-consultant has been a type and layout specialist in the agency field for the past 29 years, during which time he has designed countless direct mail pieces as well as a large volume of newspaper and magazine ads. Franklin will offer his services to advertisers and agencies at no extra cost.



□ LOOKING FOR ANIMAL ART?

The AG Sell Co., agricultural publisher, has just come out with a new "Farm Clip Book" . . . featuring more than 150 animal drawings by the noted scratch-board artist John Andrews. Most of the drawings are of farm animals and scenes . . . ideal for enlivening agricultural copy. You can get a brochure describing the 24-page clip book by writing to AG Sell at 10th & Douglas Sts., Omaha, Nebr.



□ "IDEAS" (AND HOW TO CREATE THEM)

is the subject of a dynamic booklet published by The Jaqua Co. (advertising), 101 Garden St., Grand Rapids 2, Mich. The beautifully designed publication outlines some basic principles for creative thinking, including these positive steps: Saturation, Incubation, Illumination, Verification and Group Thinking. The analysis and suggestions for each step make an excellent short course on how to spark creative ideas. Jaqua's



creative director Wilferd A. Peterson tells us they have some extra copies available at 50c each. Well worth it at twice the price.



□ **"SPECTACULAR" DIE-CUT FORMATS** are the specialty of The Harold Heyman Co., a new firm devoted to creating 3-D, animated gimmicks on lithographed paper. President Harold Heyman, former vice-president of The Castle Co., New York, is an expert in the art of tricky die-cuts. His past creations have included intricate push-out, movable animals, multi-paged pop-up magazine inserts, 3-D sales presentations, etc. If you're looking for unusual die-cut direct mail ideas, suggest you write to the new company at 421 Hudson St., New York 14, N. Y. and ask for some samples.



□ **A TASTY TIE-IN IDEA:** The Arthur Maisel restaurant chain in metropolitan New York develops a lot of new customers through a smart tie-in with New York business show exhibitors. They offer selective exhibitors free tickets entitling the bearer to a 10% discount on their dinner check at any of the 11 Maisel eating places. One side of the ticket features the Maisel discount offer, the other side plugs the exhibitor. Some recent (and successful) Maisel ticket tie-ins included the National Business Show in October, and again last month at the National Sports Show at the N. Y. Coliseum. Cooperating exhibitor at the latter was Future Planning Corp., whose 500 salesmen distributed a total of 200,000 discount tickets. The dinner discount ducat idea might be good for a co-op mailing with a local restaurant in your area.



□ **VANSANT, DUGDALE & CO.**, 44-year-old advertising agency at 15 E. Fayette St., Baltimore 2, Md., has set up a full-time Public Relations Div., . . . headed by Ben L. Williams, former account executive at J. Walter Thompson Co., New York. The Baltimore agency's first major p.r. account is the Metal Products Div. of Koppers Co. . . . for which they've handled direct mail and other advertising since 1944.



□ **NEW CHANGES IN SOCIAL SECURITY** are described in a new employee booklet published by Channing L. Bete Co., Inc., Greenfield, Mass. Titled *Social Security and You*, the 16-

HOW MACHINE TYING
SERVES BUSINESS and INDUSTRY

Mailers increase tying speed **80%** or more with a **Bunn Package Tying Machine**



80% production increase with one machine! Seems incredible, doesn't it? But it's true . . . when you twine tie your mail with a Bunn Package Tying Machine. Here's why:

Bunn Tying Machines are fast . . . at least five times faster than old fashioned hand tying. If your present hand tying operation requires 8 hours a day to keep up with high-speed folding, inserting and metering machines, that same volume can be turned out on one Bunn Machine in 1½ hours . . . or less. That gives you at least 6½ hours additional productive time every day . . . a definite gain of 80% or more in man hours . . . without increasing your payroll one cent.

Here are other ways Bunn Tying Machines save time and money:

Automatic adjustment: Any size, any quantity of envelopes is tied in the same speedy time . . . no time lost for manual changeovers.

Controlled tension: The strong twine is never too tight or too loose . . . can't cut envelopes . . . can't slip off . . . reduces damage and loss.

No waste: Automatically uses just the right amount of twine.

Slip-proof knot: Postmasters everywhere approve the pilfer-proof Bunn knot . . . can't come undone even with rough handling.

Simple operation: Inexperienced operators become experts in minutes. Operation is fatigue-less and completely safe.

Remember . . . Bunn Package Tying Machines are used by mailers of every size . . . for faster, better, economical tying.

BUNN

**PACKAGE
TYING
MACHINES**
Since 1907

B. H. BUNN CO., 7605 Vincennes Ave., Dept. RD-37, Chicago 20, Ill.
Export Department: 10406 South Western Ave., Chicago 43, Ill.



MAIL COUPON NOW FOR MORE FACTS

B. H. BUNN CO., Dept. RD-37
7605 Vincennes Ave., Chicago 20, Ill.

- ☐ Please send me a copy of your free booklet.
☐ Please have a Bunn Tying Engineer contact me.

Name

Company

Address

City Zone State

GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.



A flip of the switch...

a press of the button...

LOOK, NO HANDS



Auto-typist eliminates routine typing and dictation...by automation

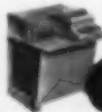
Auto-typist brings you office automation! It's the fastest, most accurate way to handle all repetitive correspondence . . . and it's true that well over half of general office correspondence is routine, or follows a standard form. Sales letters, order acknowledgments, answers to inquiries, collection letters, just to name a few, can be handled efficiently and economically by Auto-typist. Any one of your girls can turn out 125 letters a day with an Auto-typist—3 to 4 times normal manual typing output. Any standard office typewriter can be converted into an automatic typing machine—and one average typist can operate as many as four Auto-typists.

How Auto-typist works . . . Carefully prepared letters or paragraphs are perforated on a paper roll which operates the typewriter keys . . . similar to a player-piano roll. Twenty or

thirty complete letters can be included, or a series of paragraphs which can be combined to make up many letters.

Salutations are manually typed, then, by merely pushing the numbered button or buttons that correspond to the letter or paragraphs desired, Auto-typist automatically picks out the letter, or assembles the paragraphs in proper order, and types it perfectly! Manual insertions can also be made at any point desired.

The Auto-typist method . . . the perfect push-button method of typing automatically . . . offers definite savings to every cost-conscious organization. Write for free booklet.



Auto-typist

AMERICAN AUTOMATIC TYPEWRITER COMPANY • 2323 NORTH PULASKI ROAD • CHICAGO 39, ILLINOIS
MANUFACTURERS OF AUTO-TYPIST, COPY-TYPIST AND CABLE-TYPIST

SHORT NOTES CONTINUED

page publication illustrates the fine points of the Social Security Act, and what they mean to the average employee. Designed in easy-to-read graphic style called "scriptography," it shows how much an employee's SS check will be, what is required to be fully insured at any age, etc. Many industries are using the booklet for internal public relations. Sells for 15c a single copy, less in hundred or thousand quantities.



□ **THE LITHOGRAPHERS MANUAL**, a standard reference work for the past 20 years, will come in a new, 20th Anniversary edition early in September. Published by Walter Soderstrom, vice-president of the National Assn. of Lithographers, and edited by graphic arts writer-consultant Victor Strauss, the **Manual's** 20th edition will cover all phases of lithography. Its 20 chapters will contain editorial contributions from more than 30 litho authorities and over 50 cooperating manufacturers. The hard-bound, illustrated volume will sell for \$15.00 per copy. You can get a free descriptive brochure by writing to Waltwin Publishing Co., 317 W. 45th St., New York 36, N. Y.



□ **WHAT CAN YOU DO** when your product line needs a realistic presentation . . . but is too big (or too expensive) to illustrate dramatically in full-color printed promotion? Gernes Garment Co. of New York found an answer for their 1956 line of "Gay Gibson" dresses by using 3-D folding Stereo Viewers created by the Taylor Merchant Corp., 71 W. 47th St., New York 37, N. Y. Gernes salesmen were given wallet-size viewers



containing 12 film slides which showed the "Gay Gibson" line in 3-D. Other viewers (which folded down to #10 envelope size) were mailed to prospects out

Wanted

A PATRON OF THE ARTS

*of Sales Promotion
and Selling by
Direct Mail!*

QUALIFICATIONS:

Located somewhere within a seventy-five mile circle centered on New York City—there's an alert business executive who understands the potential of ideas. He is probably a sales or advertising administrator charged with the responsibility of broadening his organization's markets, stepping-up volume, introducing a new product or service, increasing distribution or helping his salesmen sell. He is sufficiently experienced to recognize the inestimable worth of creative thinking. He knows that original thought coupled with practical merchandising and production knowledge constitutes the magic formula for success. He is a man who considers the first cost of promotion as an investment in results. He is a buyer of ideas.

A CHALLENGING OFFER:

To such a man and his organization, we present a challenging opportunity—an opportunity to measure and evaluate what we have done for others—an opportunity to test our skill by applying an idea to a typical problem—an opportunity to benefit through creative minds that know no barriers.

An Invitation To Action:

To set up a friendly no-cost interview, write on your company letterhead to:

The Horace H. Nahm COMPANY

*Creators and Producers of
Resultful Sales Promotion
and Direct Mail*

352 FOURTH AVENUE
NEW YORK 10, N. Y.
LExington 2-6162

of regular salesmen's territories. Additional slide mailings kept distant buyers up-to-date on new Gernes creations and latest promotions. Result? The company reports the dramatic and realistic sales presentation was responsible for opening about 300 new accounts last year!



125 PUBLIC RELATIONS IDEAS

are presented in a stimulating booklet published by the Financial Public Relations Assn., 231 S. LaSalle St., Chicago 4, Ill. The 125 ideas are thumbnail sketches of direct mail campaigns, contests, displays, open house tours, celebrations, etc., used successfully by financial institutions. Most of the indexed items were briefed from articles appearing in the *FPRA Bulletin*, the association's monthly publication.



RIDING THE TREND OF PREMIUM STAMPS

The Citizens & Southern National Bank of Atlanta, Ga. came up with a neat promotion mailed to 3,000 customers and prospects of their Travel Dept. The built-in reply card in a well-designed, two-color travel folder contained 20 spot illustrations of various package tours (Spain, Italy, Paris, Florida,



etc.). Enclosed with the folder were 20 small stamps, each repeating the spot illustration of the various trips on the reply card. All recipient had to do for more information was to paste in position the stamp of any trip he found interesting, and mail the card back to C & S. Assistant advertising manager Margo Venable tells us "Returns have been even better than expected... our Travel Dept. has on its books an encouraging amount of new travel business."



COMPETITION FOR TIME AND ATTENTION

in the business world has been underscored vividly by results of a recent survey made by the American Management Assn. AMA surveyed the

Available IDEA MEN!

*Creative thinkers with
practical merchandising
and modern sales
promotion experience
that get direct advertising
results for you!*

Here's What We Do:

PLANNING to determine resultful direct advertising strategy for achieving your objectives.

IDEAS that give expression and movement to your promotional efforts.

COPY that convinces—hard-working words to make your story sparkle with purpose and meaning.

LAYOUT that dramatizes with originality and power to command attention.

GRAPHIC PREPARATION that assembles art and typography into a clean, economical, production-wise "original" for graphic reproduction.

PRESSWORK in our own modern, fully equipped printing plant assures full control of the job from start to finish.

MAILING OPERATIONS complete the cycle—from idea to mail-box—in our large lettershop staffed and equipped to handle every type of direct advertising mailing service—from addressing through posting.

SUMMARY: A one-stop source for resultful direct advertising offering continuous control from idea to results!

*Write on your company letterhead
for a free copy of
"8 Keys To Successful Direct Mail."*

The Horace H. Nahm COMPANY

*Creators and Producers of
Resultful Sales Promotion
and Direct Mail*

352 FOURTH AVENUE
NEW YORK 10, N. Y.
LExington 2-6162



Hamilton Bond is outstanding

There's a vast difference between bond papers, not only in the way they look but in the way they print. On each count Hamilton Bond scores heavily. It looks beautiful with its brilliant white, uniform surface, its strength and crispness, its unmistakable "bond" feel, and its genuine watermark made the traditional way in order not to interfere with the printing impression.

Hamilton Bond prints like a winner, because it is prehumidified to lie flat and feed smoothly. Your work is as good as your bond—and Hamilton Bond brings out the best in your work. It's outstanding.

Hamilton Papers



HAMILTON PAPER COMPANY

Miquon, Pa.

Mills at Miquon, Pa., and Plainwell, Mich.
Offices in New York, Chicago and Los Angeles

executive reading habits of top management businessmen. The study revealed that the average executive spends 4 hours at the office and 1 hour at home per day perusing business reports, correspondence, books, newsletters and magazines. About 10 hours per week are devoted to other newspapers, magazines and books. Memos and reports eat up almost a third of the businessman's reading time, with correspondence running a close second. Together, the two account for 60% of his total business reading time. Complete results and an analysis of the survey is contained in a report by Lydia Strong titled "How Much Is Too Much?" You can get a reprint by writing to AMA at 1515 Broadway, New York 36, N. Y.



□ **THE WEST CHICAGO SUBURBAN MARKET** is detailed in Reuben H. Donnelley Corp.'s 2nd annual edition of **The West Suburban Street Address Directory**, published last month. Covering 76 towns and communities west of Chicago, the new directory contains more than 185,000 homes and businesses located in Chicago's most populous suburban area (Cicero, Oak Park, Maywood, Hinsdale, etc.). Compiled from Illinois Bell Telephone Co. records, the new volume lists street addresses first, followed by occupants' names and phone numbers. The edition carries no advertising and will be leased to users on an annual basis.



□ **"MAXIME"** is the name of a new script type face in the line of Bauer Alphabets. It was designed with an unusual free-hand lettering effect by the young German artist Peter Scheidler,

Maxime

whose father Ernest created both the Legend and Bauer Text faces. Maxime is available in sizes from 24 to 66 point. You can get an illustrated specimen sheet showing its informal brush style by writing to Bauer Alphabets, Inc. at 235 E. 45th St., New York 17, N. Y.



□ **CHRISTMAS CARDS** have been given a longer, more useful life . . . through a most worthy practice which caught on like wildfire this year. Newspapers such as **The Long Island (N.Y.) Daily Press** asked readers to save all their Christmas cards so they could be

SHORT NOTES CONTINUED

picked up by newsboys and turned over to hospitals with occupational therapy sections for children. Many other companies collected otherwise discarded cards from their employees for the same



purpose. Millions of cards have been put to further use in hospitals. Shown here is Miss Valerie Jensen, supervisor of a 40-child Cerebral Palsy Unit at Bird S. Coler Hospital, N. Y. C., receiving a boxful contributed by the staff of Emil Mogul Co., New York advertising agency. Miss Jensen explained that "by cutting up the cards and pasting the illustrations in scrapbooks, on letters, posters, toys and chests, the children enjoy finger and hand exercises that might otherwise be dull and distasteful." We don't know who started this idea . . . but it sure is a good one. Remember not to throw your cards away next year.



□ **ANOTHER FATHER AND SON DEAL:** Old-timer, Bill Feather, h.m. editor and printer deluxe (9900 Clinton Road, Cleveland 9, Ohio), has turned over the management of his business to Bill, Jr. Instead of becoming the usual "chairman of the board" . . . Bill, Sr., stepped down to vice president with Jr. as president and general manager. We liked Bill's introduction of his son in the always-entertaining **William Feather Magazine**. The old man will keep on writing . . . naturally.



□ **IF YOU ARE INTERESTED** in reaching any part of the medical profession . . . write to Hal O'Neill, V.P., Clark-O'Neill, Inc., 100 Sixth Avenue, New

York 13, N. Y. and ask for latest catalog . . . giving counts of all medical and allied professional lists . . . classified by states and cities, specialties, age groups, etc. A monumental job of list interpretations packed into 45 pages. Parts of the listings made interesting reading, or questions for a quiz show. For instance . . . of the 15,731 total veterinarians, what state has largest numbers? No . . . not Texas, New York nor Illinois. California has more than others . . . 1228. (Maybe due to all the pets owned by movie stars). But New York tops the concentration of dentists . . . 12,844 out of a total of 83,761. Approximately 22% of all the 159,823 nurses are taking care of the sick in Pennsylvania and New York.



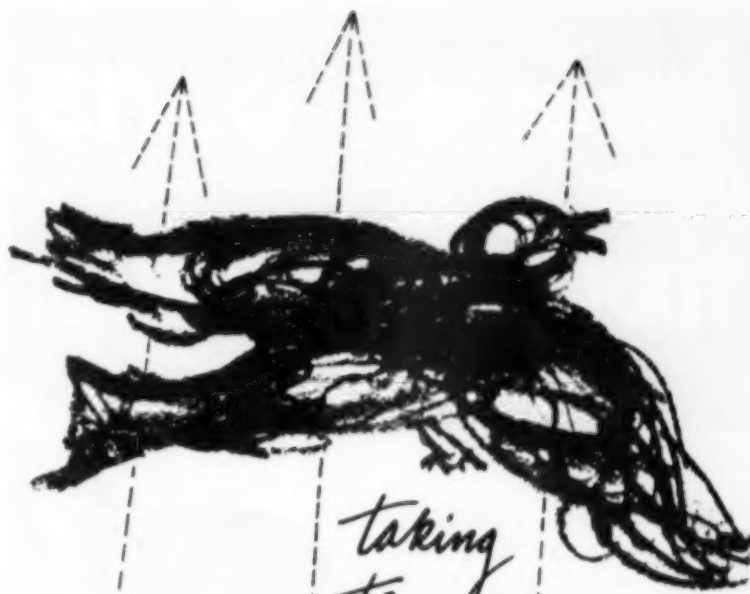
THIS SHOULD BE STOPPED . . . and quickly. Full-page ads recently appeared in some of the "revelation" magazines . . . offering 100 dolls for only \$1. Just the thing "for that very special miss." Ad promised all dolls full 4" tall. Limit, five sets to a customer. A friend of ours thought it a wonderful bargain as she had seen dolls similar to those pictured in Farmer's Market priced at 25c each. She sent \$5 to Helene Doll Creations at a Lexington Avenue address in New York. When dolls didn't arrive, found that firm had moved and left no new address. Better Business Bureau supplied new address in Hollywood, California. After writing there, she finally received some flimsy sheets of thin bristol on which dolls were printed and partially die-cut. Now she is sore at mail order . . . and rightly so. Incidentally, the printed dolls were not the same as those pictured in the misleading ad. Case is being submitted to the postal inspectors.



A PROFILE OF WALL STREET fills an entire issue of *Cargoes*, the pocket-size house magazine of the Atlantic Companies, 49 Wall St., New York 5, N. Y. Illustrated with early drawings and photos, the piece is an interesting history describing the financial mecca of yesterday and today. For some interesting reading, write to the insurance company and ask for a copy of the *Cargoes* Wall St. issue.



PRINTING BUYER'S NEWSLETTER is the name of a new monthly publication at 271 Ft. Lee Rd., Lecaia, N. J. Publisher Alfred Cohen says the newsletter will be designed to serve as a guide to cost-cutting production



*taking
to
the
air*

THROUGH DIRECT MAIL

Like 'most any business, an airline is constantly working to convert prospects into customers—paying passengers. And that's why TWA uses direct mail . . . created by the Hickey Murphy Division of James Gray, Inc. . . . to get early reservations for group travel to conventions and meetings.

Hickey Murphy's thorough understanding of TWA's services . . . plus its ability to "talk" the prospect's language . . . and its specialized knowledge of copy, layout and production . . . keep TWA Convention Sales on the beam.

Learn for yourself how the creative services of Hickey Murphy can work for you. Send today for your free copy of *How To Put Action Into Your Direct Mail*—and ask to see the case history file.

the
HICKEY MURPHY
division of
JAMES GRAY INC.

216 East 45th Street

New York 17, N. Y.

Murray Hill 2-9000

A bird in the hand



Why look further when you find paper with the fine opacity of Fra-opaque . . . even in the lighter weights? This opacity dramatizes your direct mail and protects the effectiveness of your sales message by minimizing show-through . . . it permits the use of lighter weight mailing pieces that keep down postage and paper costs (you get more light weight sheets per pound). The rich, brilliant whiteness and quality feel of Fra-opaque sets your printed pieces apart from the rest of the day's mail. Leading merchants carry it.

FRASER PAPER, LIMITED

Mills: Madawaska, Maine
Sales Offices: New York and Chicago



SHORT NOTES CONTINUED

methods which can be utilized in everyday printing purchases. Will cover items such as combination runs, six colors for the price of two, methods of letter reproduction, and other items to help printing buyers. Price is \$15.00 per year for 12 issues.



☐ **OBJECTION OVERRULED DEPT.:** Hub Mail Advertising Service, Inc. at 1000 Washington St., Boston, Mass. has the unique phone number HU 2-6245 . . . which can be reached simply by dialing the letters H-U-B M-A-I-L. But when they wanted to advertise "Dial our name, Hub Mail" in the new Boston classified phone book, the telephone com-



HUB MAIL
HU 2-6245

MORE THAN 150 EMPLOYEES AT YOUR SERVICE
PRINTING
MAILING
ADDRESSING
AUTOMATIC TYPING
MULTIGRAPHING

Free Pickup & Delivery to Greater Boston
HU 2-6245

HUB MAIL
ADVERTISING SERVICE INC.

1000 WASHINGTON STREET
BOSTON, MASS.

THIS ADVERTISEMENT DOES NOT APPEAR IN YOUR NEW CLASSIFIED PHONE BOOK

(because the phone company refused to accept the copy, "dial our name, hub mail" — they think we're upsetting their entire dial system!!!)



WOULD YOU BE GOOD ENOUGH TO ATTACH THE AD TO YOUR BOOK — IT'S ON GUMMED PAPER FOR YOUR CONVENIENCE.

and for your printing and mailing convenience . . .

DIAL H-U-B M-A-I-L

pany refused to accept the copy . . . on grounds that it was upsetting their entire dialing system. Now, the boys at Hub Mail are a determined lot, so they hurdled the objection by printing the ad on their own yellow paper (gummed). With an explanation of the situation underneath, they mailed the ad to customers and prospects . . . asking them to please paste it in their phone books. We wonder how many will wind up being pasted over Hub Mail's competitors?



☐ **HAVING ANY TROUBLE** finding (or holding) good office personnel? You can get some good information and advice on the problem by writing to Martin Publishing Company, Box 481 La Mesa, California, and asking for their free brief folder: **How to Hire Office Personnel.** It tells how to recruit, interview, screen and test personnel for different jobs . . . with some worthwhile ideas for increasing your chances of finding the right person for the right job.

CONGRATULATIONS AGAIN to the Mail Advertising Service Assn. Intl. (18120 James Couzens Highway, Detroit 35, Mich.) for producing a first class report of an annual convention. Just finished reading the 32-page digest of the 35th Annual Convention held last August in Chicago. We like this idea of digesting all the proceedings rather than publishing complete copies of long-winded speeches and panel discussions. Sorry we can't offer copies to readers of *The Reporter* . . . but distribution is limited (at \$5 per copy) to MASA members only.



□ **ASK GEORGE SHERWOOD** . . . to send you a sample of the letterhead and envelope used by *Saturday Evening Post's* Trudy Dye, manager of Women's product merchandising. It's a snazzy example of Monarch size stationery . . . two colors, white and gray on pink text paper (Hamilton Gainsborough). Letterhead is also blind embossed. Write to George at Hamilton Paper Co., Miquon, Pa. Their files are loaded with outstanding examples of letterheads, annual reports, brochures and other d.m. formats. Make a mental note that this is a good source of ideas.



□ **THE SWEETEST VALENTINE PROMOTION** we saw in the mails last month came from Ethicon, Inc., pharmaceutical suture manufacturers in Somerville, N. J. It was a one-shot miniature "spectacular" sent to 6,000 operating room supervisors. A small bottle of *Ile Joyeuse* perfume was beautifully boxed with a small "valentine" folder. Front of the folder pictured a red heart, with an actual Ethicon needle stuck through it to form Cupid's arrow. Inside the folder was a clever verse which wound up asking the supervisors to stay "Tru-Tempored as you are." ("Tru-Tempored" is the trade name of Ethicon's atrolac needle.) Swell promotion.



□ **FIRST OF ITS KIND** . . . is the new mailing list catalog issued by Creative Mailing Service, 460 N. Main St., Freeport, L. I., N. Y. The 78-page document breaks down 1,500,000 non-duplicating business firms by standard Industrial Classification Code. Permits unusual refinement in list compilation, enabling mailers to pinpoint messages to specific segments of business under nine major classifications. A big step toward upgrading direct mail listwise. Drop Bob Dale a note for a copy.

enco *Pacemaster*

THE ORIGINATORS OF PRE-SENSITIZED OFFSET PLATES

make this special

DOLLAR-in-YOUR-POCKET

*OFFER!



HERE'S THE OFFER

It's double-barrelled—you just can't lose. Try the ENCO "Pacemaster"—the new economy negative-working pre-sensitized plate by Azoplate—the originators of pre-sensitized plates. Send us a dollar—we will send you, postpaid, four plates (duplicator sizes—up to 10 x 16. Fill out coupon for trial offer on larger sizes), plus *free* developer. If you don't agree that they are the fastest, easiest to handle plates on the market, your dollar will be refunded without question.

With the trial package you will receive a coupon worth \$1.00 that can be used toward the purchase of a regular package of "Pacemaster" plates from an ENCO dealer. So you get your money back either way. Try these new plates—see for yourself why so many offset duplicator operators prefer "Pacemaster".

The ENCO "Pacemaster" has these *proven* advantages—Prove them to yourself . . .

- Low Cost
- Fastest Exposure
- Fastest Processing
- No Lacquering
- No Gumming
- Top-Quality Reproduction

*OFFER EXPIRES OCT. 1, 1957



AZOPLATE CORP., Morris Ave. & Weaver St., SUMMIT, N. J.

Enclosed \$1.00 (check, cash, M.O.)—Send Enco "Pacemaster" as per offer in sizes shown below.

Press _____ Size _____ Punching _____ Slotted _____
Pinbar _____ Straight _____

Send information on larger plates.
Send literature on Enco plates.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

YOU ARE ABOUT TO READ a classic case history of the newsletter. The Emery newsletter is the best of the rising tide of this type of direct mail. We've watched it from infancy. We've watched a courageous, low pressure editorial policy knock the stuffing out of the theories of hard sell. We've seen the same principles of continuing contacts applied to other businesses with outstanding success . . . in publishing, in industrial advertising, in wholesaling, in association work, in many types of business. Every Reporter reader can put the same principles, if not the same format, to work in his own promotion.

Some of you have. And if you have, if you've been successful, you've recognized that entertainment, real information and inspiration are the three ingredients you must build into any continuing promotion to overcome the terrific competition for your recipient's time and attention. You've probably discovered that the format is equally effective in wooing prospects as well as customers. So read this Emery story. See how this big idea fits into your promotion program. We'll have more to say, some how-to-do-it things, in coming months. And if you're presently turning out a newsletter, we'd like to see it. Put us on the list.

THE INSIDE STORY OF A NEWSLETTER

by James McAdam, Emery Air Freight, N. Y. C.

EMERY AIR FREIGHT'S DECISION in 1950 to add direct mail to its national program of space advertising and public relations requires no involved explanation. The company had positively identified 18,000 people (the list now stands at 27,000 and is growing rapidly) who were buying Emery service frequently, occasionally, or, in the estimation of Emery salesmen, could be persuaded to buy Emery service.

Yet while the sales department had isolated this market precisely, it was powerless to give it the cultivation it so obviously warranted: *there were only enough salesmen aboard to contact these people about once every four months.* And if there was any lesson we had learned after 4 years of experience it was the fact that our sales went up or down almost in direct proportion to the number of sales calls we made (it's still true). Quadrupling the size of the sales force to make calls once a month was out of the question: the cost of a personal sales call came too high. Advertising, the medium that produces sales calls at a cost so low that small companies can make big sales, was the only answer.

And, since our salesmen had met these 18,000 people, shook hands with them, knew their names, titles, addresses, it made no sense to go roaming through the circulation list of any publication. This was a job for direct mail advertising. But what kind?

For five years we tried all sizes and shapes of direct mail. We knew it arrived. Uncle Sam confirmed that. But did anyone listen to our graphic salesmen? We never found out. Our personalized letters, three color die-cut brochures, four-page cartoon decorated folders disappeared with the finality of a Judge Crater, never to be heard from again, not even by our own salesmen.

So in 1955 we decided to try again . . . with a *newsletter*. We hoped to create one that would be different. Out of this desire came an editorial policy that, when written down today, looks like this:

(1) Don't kid yourself that you can dispense news. Leave that to publications with the know how and staffs to do it properly.

(2) Go light on telling readers how to run their jobs. A steady diet of this soon sours the most good-natured reader. Besides, a lot of your readers

buy more transportation in a year than you will sell in the next ten years.

(3) Remember a newsletter is a *publication*. You want it read month after month. It won't be if you turn it into a four-page ad. It's got to have interesting general reading material. The history of your founder isn't everybody's idea of interesting reading matter.

(4) Relax in your writing. Brevity is fine but those staccato, two or three line items can get to be a big bore. Use enough words to create atmosphere, interest. Getting to the point is important, but a lot of readers won't make the trip unless you prepare them for it. Relax. You're going to be at this for awhile.

(5) It's not the way you do things that's so important. It's what your product does for the customer. *That's important.*

Out of that formula grew a series of newsletters that sold in every line, but did it "softly." Readers had a chance to get the message for there wasn't any shouting.

At the close of a year and a half we had mailed close to 400,000 newsletters. In that time our salesmen had observed them in action, had given us numerous voluntary reports on them.

We had received well over 200 unsolicited letters (no return card was provided. No attempt was made in the copy to secure these from readers.) And finally, we had the results of a give-away with a return card. By piecing all of this together, it was possible to get a picture of just what our "rag-content" salesmen were accomplishing.

The first question in our mind was: just what kind of an impression does the newsletter make on people? Is it a big bore? Does it irritate them? Do they look forward to it? Does it leave them in a good frame of mind with kindly feelings toward Emery Air Freight?

The answer was found in the letters received from people who voluntarily took the time out to write to us:

» *From West Coast Electronics Company:* "... Advertising pours thick and fast into any company, and ours is no exception, but your advertising falls into a very pleasant category. It's almost restful ..."

» *From U. S. Gypsum:* "... One of the most interesting direct mail jobs I've ever seen. It doesn't beat you over the head with the company name ..."

» *From Wilding Picture Productions, Inc.:* "... Being in the motion picture business, we are naturally more than critical and more than just aware of not only pictures, but the printed word, how it is handled and the end result that is obtained. I consistently get a kick out of your handling of case histories in your *Newsletter*. I find myself reading them from the first to the last, regardless of how busy I am ..."

» *From Mr. Boston Distiller, Inc.:* "... Few pieces of direct mail advertising are worth reading, but the *Emery Newsletter* is an outstanding exception to this (perhaps unfair) generalization. Here's to increasing business for Emery Air Freight ..."

Evidently our emissary was well received. But did this atmosphere so necessary to a sale carry over to the time when our salesmen were making a call?

» *From Ross Foster, Manager of Emery's Houston Office:* "... Houston addressees are especially impressed by the *Newsletter*. Out of 12 calls I made on a given day, 5 mentioned how they enjoyed it. Two of the 12 weren't on the mailing list so 50% of those eligible spoke of it. As a point to remember I got in to see the General Manager of a company just because he had been reading the copy sent to his Purchasing Agent. This man had always been too busy in the past ..."

» *From H. J. Broderick, Manager, Dallas:* "... I have found that customers who rarely will give you the time of day, do not hesitate to discuss this organ. I might mention that as an interest-grater, from a personal standpoint, this rates as one of the best, and apparently so with many of my accounts ..."

» *From Harold L. Mead, Manager, Philadelphia:* "... The *Newsletter* has proved to be a foot in the door to some of the difficult-to-approach contacts. It has helped soften up an account, not necessarily to complete a sale, but at least to enable us to talk to the prospect on a more casual plane. The completely relaxed informality of the *Newsletter* has tended to make talk of Emery easier ..."

» *From Albert Kuehn, Manager, Washington:* "... In the beginning, I wasn't really sold on the idea of the *Newsletter*. However, my opinion was wrong, and I want you to know that it has been a huge success. From all indications, customers have really been enthused. It definitely has softened up prospects and made them better informed about EAF in general ..."

In all these communications from our salesmen, the essential words describing its effect is "softening up." In short, it is creating an atmosphere of receptiveness for our sales force.



dent of Emery. Over 70 requests were received for it. At other times we receive requests for further information or calls by the salesmen:

» *From Lynch Corporation:* "... Your May issue of the *Newsletter* found its way to my desk by chance and, truthfully, it made quite interesting reading. Quite often Lynch Corporation is required to furnish the fastest possible delivery of their products to our customers, especially in the matter of mechanical breakdown of the customer's machine. It would appear that Emery Air Freight Corporation is prepared to offer a superlative service in such matters. If so and you have a salesman or representative in this area, I would be most interested in having him call. Might I hear from you at an early date ..."

» *From Walter R. Wilson, Emery salesman, Los Angeles:* "... I don't know of any greater surprise you could have sent us. ... has been the recipient of calls on the

Emery Air Freight is one of the greatest success stories to come along in some time. It began to do business in 1946 in competition with Air Express, the scheduled airlines of the United States and some 80 Air Freight forwarders. In ten years it has grown from a company doing \$30,000 a year to one that will do over \$9,000,000 in 1957. The company has 33 fully staffed offices in the United States, 70 agents at other domestic cities, a London Office and agents in 15 cities in Europe, Asia and Africa. Its record of growth has been so spectacular that this year the National Association of Investment Clubs designated it the "Growth Company of the Year."

There are many reasons for the company's success. A fine product, excellent management, an enviable reputation for integrity and service consciousness, but not the least of the reasons is top flight merchandising. At a time when the company had lost \$182,000 of its slim capital, it invested in advertising and has kept at it consistently. In 1951 it spent \$121,000 for advertising while it earned only \$39,000. And in 1953, committed \$125,000 to advertising when it only earned \$123,000. It was not in vain. Emery stockholders have seen their shares multiply 12 times in market worth.

Rare indeed is the sale that takes place when this condition does not exist.

Since this is the reason for all advertising, we could stop right here and acknowledge that the *Newsletter* is an effective medium. However, as Mr. Emery, our president, once stated in a letter, "I hope ... that it (the *Newsletter*) is being successful also in planting ideas ..."

Apparently ideas are not only being planted but begin to grow as a result of *Newsletter* items. On one occasion an item made a one line mention (no return card) of a speech made by Leonard G. Hunt, executive vice presi-

part of everybody in the Emery family from top to bottom. He had put out an order specifically forbidding the use of Emery. At any event, an advance appointment was made and this morning at 10 a.m. Bob Davis and I made the call. In Bob's words, "It was the best call we've ever had on that guy." All of it was due to our fine mailing piece. Our sincere thanks ..."

» *From National Cylinder Gas Company:* "... Your July 1955 *Newsletter* carried an article regarding payroll transportation. That is of interest to us. We would appreciate full details ... and cost of same ..."

» *From Link-Belt Speeder Corporation:* "... Thanks for the *Newsletter* of October 1955. I would appreciate it very much if you could forward to the writers attention further information concerning Emery's Assembly Service ..."

(Continued on Next Page)

A BELOVED AND DEDICATED ITALIAN PRIEST . . .

recently bequeathed his eyes to a young girl. He had spent his life providing for the blind; this final act was the last full measure of his devotion to a wonderful cause. In one dramatic episode the world became conscious of another miracle of medicine that had been quietly going on for some time.

The practical application of the techniques of transplanting corneas is only possible through concentrated team work. There must be a donor, a highly skilled surgeon, and an organization that can see to it that an eye is available at the place and time it's needed.

The last is the rewarding yet dishearteningly difficult task of the Sight Conservation Society of New York. Unlike the donation of blood, the donation of eyes has not yet been accepted by the public as a common act of uncommon charity. Eyes are rarely available where needed. And since the eyes must be removed within three hours after death, and only retain their sight-giving qualities for two hours, time and again the fulfillment of this miracle hangs on the slender thread of transit time.

Fortunately, today we have available the common-place yet miraculous speed of the airplane. And if there ever was a time when Emery Service rated the description of miraculous, it rates it when playing its small but vital role in the miracle of transferring sight from man to man.

THE BULL IS A MIGHTY IMPORTANT SUPPLIER . . .

to the "manufacturer" of thorough-bred cattle. While quantity has been no problem, getting top quality has been a constant problem - breeders had to look far and wide to locate it.

Granted, many Purchasing Agents are faced with the same problem of locating rare supplies of top quality materials, but note how the cattle breeder's problem has increased in complexity: Having located the rare supply, he couldn't just order so much. He has been forced to buy the whole supply facility, and that involved considerable capital expenditure.

But, suppose he was in a position to make the capital outlay. Was his problem solved? Absolutely not! He was forced to move the entire facilities of the supplier to his assembly line. (Can you imagine U.S. Steel having to move the entire Mesabi range to Pittsburgh simply to get some high grade ore?)

Now, we're glad to say, this supply problem is conquered. Artificial insemination, refrigeration, and air freight have done it. The economics of the case for air freight in this procurement picture are too obvious for repetition. But this observation does bear repetition: No procurement or traffic executive should ever again overlook the potentialities of Emery Air Procurement Service on the notion that, "My problems are different".

YOU CAN SEE THE RESULTS OF A "COMMERCIALECTOMY" . . .

on each Medic TV show. Unfortunately, the actual operation is hidden from view. But let us describe it for you. Oh yes, and before we start - A "commercalectomy" is a delicate operation involving the insertion of a commercial into the middle of a TV show for the purpose of keeping the sponsor in a healthy financial condition.

The operation begins at N.Y. Transfilm Incorporated, reportedly the largest producer of TV commercials in the world, through the eastern office of MacManus, John & Adams advertising agency, produce the weekly filmed commercials. We assist immediately by rushing them to the agency's Los Angeles office where the commercial is filmed. Here, surgery takes place. The commercial is neatly spliced into the show.

But post-operative care is necessary. Additional, smaller, 16 mm prints are made, and these plus the larger 35 mm prints of the show, including the commercial, are then given back to us for fast delivery to TV outlets in the United States and Canada. Why the extra, smaller prints? They are in case of a relapse.

Many of the stations use them as standbys, and they are "rolling" at the same time as the 35 mm prints. In case of a breakdown the system is switched to 16 mm and you, fortunately, don't miss a single heartbeat of the Medic show - or the commercial.



Reporter's Note: One of the big reasons for the success of Emery Air Freight's newsletter is a young man . . . with an exceptional talent for soft-sell writing. In 1947 James McAdam left a job as school music supervisor to become Emery's sales representative in Pittsburgh. Within 3 years, he was one of the company's top producers . . . and was soon chosen to head Emery's newly established advertising department. Since then, Jim has helped Emery in its tremendous air freight growth . . . by applying his sales sense and writing talent to creative projects, such as the Emery newsletter. He's been so successful at it, that last year he was elevated to assistant vice president-sales . . . and was recently chosen "Outstanding Young Advertising Man of the Year" in the annual nationwide contest sponsored by the Assn. of Advertising Men & Women.

"At times, we talk about our wares in terms of the sublime . . ."

"Sometimes we write about our service with tongue in cheek —to capture the reader's interest . . ."

"But the aim is always to tell an interesting story — with the accent on the other fellow . . ."

No direct mail could be expected to bring a salesman closer to writing up the order than all these letters and reports indicate.

But we still lacked the opportunity to try the Newsletter out with a legitimate give-away. That opportunity came in December of this year. The Harvard Business School had just released the findings of a three year study on "The Role of Air Freight in Physical Distribution." As the initiator, and major underwriter of the study, Emery wanted to aid in its promotion. Accordingly, Leonard G. Hunt, executive vice president of Emery wrote a review of the study and the company offered this review in the Newsletter and in full page ads appearing in *Business Week*, *U. S. News and World Report*, *Traffic World*, *Air Transportation*, *Printers' Ink* and *Purchasing News*. For the first time, the Newsletter contained a return card.

Despite the fact that the offer was not of general interest to the graphic arts industry who represent at least 20 per cent of our mailing list, the returns to date number close to 2,000 for the Newsletter and 1,100 for the magazines. Under the circumstances we consider this a remarkable achievement for the Newsletter.

The Emery Newsletter is a strange little piece of literature that probably doesn't fit anybody's idea of what direct mail should be but ours. But it has been effective. And this effectiveness is best summed up by the following taken from a letter by A. M. MacIver-Campbell, vice president of Emery's West Coast Region:

"What it has done has been to create a healthy interest in us over a very broad range of industry, among many different kinds of people, in a great many places, geographically speaking. It has then, universalness. Because it does not spend its entire time arguing the specific merit of Emery, it has plausibility, and its message is accepted in a factual, good-natured sort of way.

From a purely personal standpoint, my calls are a little bit easier because of it. I reason most people I see have seen it, and because I know most people who do see it, like it . . . well then, they like it and are at least halfway inclined to listen to what I have to say. The fact that they may not like or accept what I say is beside the point."

And in the year and a half that the Newsletter has been in being, the sales of Emery Air Freight Corporation have increased by nearly \$4,000,000 which certainly does nothing to diminish our confidence in our mailed sales force . . . The Emery Newsletter. ●

SHEFFIELD PLASTICS



According to a recent article in Modern Plastics, over 5 million pounds of plastic materials will be used in ball point and fountain pens and pencils this year!! That's 50% more than in 1946 and the trend apparently is going to continue.

Your industry has obviously recognized the advantages inherent in plastic and capitalized on them. The result has been pens and pencils with fewer parts, lower assembly costs and improved product performance.

A new-comer among the many plastic materials now in use by pen manufacturers is rigid or unplasticized vinyl. Extruded rods and tubes of this material, for example, fabricated into pen barrels, have eliminated the need for metal ink containers.

Unlike most other plastic materials, rigid vinyl is unaffected by the solvents in the ink. It also is tough and resilient, yet rigid. It is readily machineable in screw machines and heat formable in swedging and flaring operations. This combination of properties makes it an ideal material for this application.

The material has gained acceptance slowly because of the difficulty in extruding it with a smooth, lustrous finish and reasonably close tolerances.

Sheffield Plastics has overcome the manufacturing and technical problems involved and is now extruding rigid vinyl in a variety of colors and sizes -- with tolerances of ± 0.005 -- for leading pen manufacturers. We would appreciate an opportunity to demonstrate rigid vinyl to you and to explore the possibilities of reduced cost or improved product performance you may obtain through its use.

The attached reply card is for your convenience. Why not fill it out and send it along today? Your request will receive prompt attention.

Very truly yours,

SHEFFIELD PLASTICS
INC.
SHEFFIELD MASSACHUSETTS

Send it!

Rap it!

Dip it in ink!

Here's a new plastic material for pens and pencils that sets new performance standards. It is known as rigid or unplasticized vinyl and it makes possible new designs and improved performance for ball point or fountain pens and pencils.

Rigid, yet extremely flexible -- you can actually tie it into a knot without cracking or breaking it -- it has a smooth, hard surface and will withstand terrific abuse. It is available in a wide variety of colors too.

Because of its excellent chemical resistance, it can be used in contact with ink, thus eliminating the need for the familiar metal liners now so widely used.

Until recently, it was difficult to extrude the material with a smooth, glossy surface and close tolerances. A glance at the sample above will show you our engineers have overcome the technical problems involved. Not only is the surface hard and glossy, but tolerances can be held to ± 0.005 if necessary.

We are supplying material similar to this sample on a production basis to leading pen manufacturers in this country. Because of the advantages they have obtained through its use, it seems logical that it could benefit you too. We would appreciate an opportunity to explore its possibilities with you.

The inclosed reply card is for your convenience. Why not fill it out and send it along now? It will receive our prompt attention and bring you the facts on rigid vinyl in the quickest possible way.

Very truly yours,

J. B. Orr, Manager
Technical Service

Another
in a series

WHICH LETTER WORKED BEST?

Sometime ago, E. W. Winslow of Winard Advertising, 48 New York Ave., Pittsfield, Mass., sent us three letters they prepared for a client and asked us if we would dare guess which one pulled the most returns. There were only 91 prospects . . . pen and pencil manufacturers. The letters were prepared for Sheffield Plastics, Inc. of Sheffield, Mass. . . to stimulate sales of their new extruded vinyl tubing.

First letter mailed was a well-written, straight multigraphed letter with fill-in. Second letter had a sample of the tubing tipped on at top, next to headline. Third letter had five different colored rainbow stripes, silk screened at top.

Which letter do you think worked best? To see how we rated them, and they actually worked . . . turn to page 42.

SHEFFIELD PLASTICS
INC.
SHEFFIELD MASSACHUSETTS



All the colors in the rainbow -- and tough, flexible and chemically resistant as well!!

We're talking about rigid vinyl plastic for pens and pencils. Its unusual combination of properties makes possible entirely new concepts in the design of ball point and fountain pens.

For example, a leading pen manufacturer was able to eliminate the metal container he formerly used to prevent contact between the ink and the plastic barrel. A rigid vinyl barrel now acts as the ink reservoir too. Unlike other plastics, its surface is impervious to attack by the drying agents in the ink.

And rigid vinyl meets the demand for modern colors too. Note the variety above -- just a few of the many colors in which the material can be extruded.

Rigid vinyl tubing extruded by Sheffield Plastics also has a hard, glossy surface, pleasant to the touch. Further, it is extremely flexible -- practically indestructible in normal use. So you extrude tubing to your specifications with tolerances as close as ± 0.005 inch on 0.0 and 1.0 diameters.

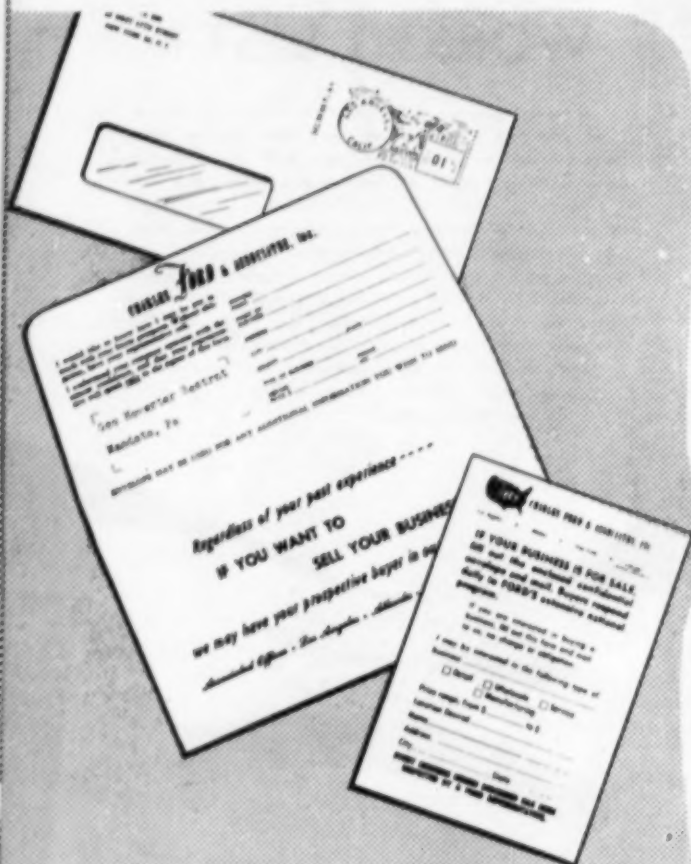
Because of these properties and the benefits of better design, improved product performance and lower manufacturing costs, I believe you will find the material worth evaluating. So would appreciate an opportunity to explore its possibilities with you.

You can obtain further information on Sheffield rigid vinyl tubing or arrange a meeting by filling out and mailing the inclosed reply card. Why not do it today? The sooner you have the facts, the sooner you can determine the value of the material to you.

Very truly yours,

J. B. Orr, Manager
Technical Service

HOW 8,000,000 DOUBLE-DUTY MAILERS PER YEAR



Business Mart of America, Inc. starts their search for business buyers and sellers by mailing 8,000,000 of these double-duty pieces per year. The reply envelope is designed to get inquiries from interested sellers . . . and a miniature insert is enclosed to get inquiries from prospective buyers.

SELLER INQUIRIES



Seller inquiries are routed to a B.M.A. field representative in Los Angeles, New York, Chicago or Atlanta. He calls on the local seller confidentially, explains the B.M.A. advertising program, and fills out and returns to the home office a detailed survey describing every aspect of the business for sale.

Buyer inquiries are routed to B.M.A.'s Buyer Dept. in Los Angeles, where they are put on Remington Rand tab cards for a master file of buyer prospects. The Punch Coder above records each inquiry's particular desire on a RR data card . . . keying it for type, size, location and price range of business wanted. . .

BUYER INQUIRIES



WANT TO BUY A BUSINESS

. . . or do you have one you want to sell? If your answer is "yes" to either part of the question, keep a close eye on your incoming mail for the unpretentious-looking promotion pictured above.

Unless you're a professional man or run a huge national corporation, chances are good that you'll get this mailer . . . along with a total of

7,999,999 other businessmen who'll also receive it this year.

Every four months about 2½ million of these pieces are sent to a revolving list of business names . . . taken from a wide range of directories and other sources (excluding professions and giant corporations). If your name pops up . . . you'll find the mailing is far from "fancy." It consists of nothing more than a busi-

ness reply envelope and a miniature insert, both mailed in a small window envelope.

Although this package may never win any layout, design or printing awards, it serves a successful, double-duty purpose . . . as the first step in a unique service for buyers and sellers of business firms.

The 8,000,000 mass mailers come from Business Mart of America, Inc.

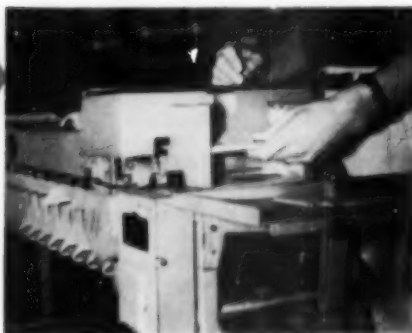
BRING BUSINESS BUYERS AND SELLERS TOGETHER



Once the seller signs a contract for B.M.A. services (costing anywhere from \$150 to \$3,000, based on a proportional B.M.A. performance schedule) presses in B.M.A.'s own Los Angeles printing plant start turning out direct mail, advertising the business for sale. The seller's offer also appears in media shown at the right.



Every week, the entire file of buyer cards is matched on a RR automatic sorter with a pre-coded file of all B.M.A. seller clients. Each seller tab card contains a printed description of the business offering . . . which is sent to accurately-selected buyer prospects, along with a Pictorial Data Folder shown at right.



B.M.A.'s advertising program for seller clients includes listings in newspaper, trade journal and financial publication ads . . . as well as in general lead-getting direct mail pieces. An individual two-color Pictorial Data Folder plus a tab card describing the business are also prepared. Both of these are mailed to buyer prospects who are automatically matched for similar interest on the Remington Rand selection system.

. . . which is a brand new and more descriptive name for a six-year-old organization formerly known as Charles Ford & Associates, Inc.

With main headquarters in Los Angeles, and branch offices in New York, Chicago and Atlanta, Business Mart's only business is finding the right type of buyer for any business up for sale. The company holds no real estate license, nor does it func-

tion as a business broker. What Business Mart of America does offer is a service of nationwide advertising and promotion, linked with fine inquiry selection . . . to find, refine and produce a perfect match as possible between particular business buyers and sellers.

This is accomplished through a continuing program of cooperative newspaper, trade journal and other

publication advertising . . . in which sellers participate for a standard fee. A seller can choose any amount retainer from \$150 to \$3,000 . . . for which he gets proportional representation in all media mentioned above, based on a wide-spread B.M.A. advertising performance schedule.

In addition, he gets his business for sale profiled in B.M.A.-created direct mail sent to prospective buyers.



Teletype communication between Los Angeles, New York, Chicago and Atlanta offices keeps all B.M.A. field representatives instantly informed of latest buyer interest in any particular business. This enables them to set up an interview between the prospective buyer and seller client as soon as possible. . .



The final step: Prospective buyer meets business seller. In many cases, a local broker (selected either by B.M.A. or the seller) is now brought in to help negotiate the actual sale. If the sale is made, B.M.A.'s job is done . . . 8,000,000 double-duty mailers, backed with other powerful promotion and keen inquiry selection, have succeeded in bringing the right buyer and seller together. . .

Fifty percent of the pieces are Pictorial Business Data folders which picture and describe only the individual client's business; while the rest are cooperative presentations describing up to five other available businesses. Mailings range from a total of 5,000 pieces for the \$150 retainer to 100,000 for the \$3,000 fee.

If the price for this total promotion package seems amazingly low (and it is), one reason for it is that B.M.A. plans, creates, prints and mails all the material right in their own fully-equipped Los Angeles plant . . . where gang runs and other production short cuts help make the low cost possible. Another reason is that many of the mailings also include an appeal to other business sellers to subscribe

to the B.M.A. program . . . so a large part of B.M.A.'s own advertising costs are absorbed in promotion they create for clients. As B.M.A.'s vice president Herbert Ruttenberg explains it: "We are using for our clients a by-product of our lead mailing, yet obtaining a tremendous utility from such a by-product."

B.M.A.'s prodigious process of finding the right buyer for the right seller begins with the millions of reply envelope-insert mailers they send out every four months. As the basis of the operation, these broadcast mailings have a dual objective: to get inquiries from interested sellers (via the reply envelope) . . . and to get inquiries from interested buyers (via the miniature insert).

The detailed story of what happens to these inquiries—how they are followed up, how they are keenly matched for similar interests, and how they are finally brought together—is told in the picture sequence shown on these pages.

While working closely and confidentially with their clients every step of the way, Business Mart of America offers no guarantee that their direct mail or other promotion will sell any business. Yet the young firm's files are bulging with vivid proof of successful sellers—businessmen all over the country who now realize more than ever the power of promotion . . . and the importance of "finding the right prospect." ●

Although the Christmas season is well behind us . . . here's a short case history about a yuletide idea well worth remembering next year. It shows how:



DIRECT MAIL SOLVES THE CHRISTMAS "LOOT" PROBLEM

by Chet Sloane
Circulation Associates, N. Y. C.

IF YOU WERE TO POLL a thousand businessmen at random, asking them what they thought of Christmas giving to customers, you'd probably get an overwhelming vote of approval for it. But it would be a reluctant and highly qualified approval, at best. In Miami last year, the G. & H. Group (big shops) of the Mail Advertising Service Association held a symposium on the question. The consensus was: "We hate it, but we're stuck with it!"

Customers do look forward eagerly to receiving this "loot" from printers, paper manufacturers, letter shops, list brokers and other direct mail suppliers, but the suppliers have learned to dread the Christmas season because of the dangers inherent in it.

There's the perplexing problem of selection to be faced. The head of the organization must go down on the Christmas list, of course. But it is often a lesser employee who is actually responsible for placing the business. What do you do then? Give them each a gift? Of course, but shouldn't the boss' gift be a little more pretentious than the one you choose for the printing buyer? And then there's the girl at the reception desk, who not only sees to it that you get

to see the people you want to see (without cooling your heels for an hour) but happens to be a fairly appetizing dish as well. And the boss' secretary . . . you have to take care of her; and a few other people in the organization, all more or less directly connected with buying whatever it is you have to sell. And you don't dare overlook any one of them!

Now if that were the only problem it wouldn't be too bad, although you'd probably find you've included a lot of people who really shouldn't be on the list at all and have omitted as many more that really belonged there. But getting the list in shape is only the beginning. The headache really starts to pound when you try to figure out what to give to whom.

"Standardization" Creates Resentment

Of course, there's a quick solution: Standardize on one gift and, in true democratic fashion, treat them all alike. But alas, the true principles of democracy have not trickled down through all the various strata of business society. The Boss is a little teed off because you gave him and his assistant the same thing. The assistant

resents a little bit the fact that the receptionist got an identical gift for no service other than wearing a low décolletage and smiling seductively when you stood over her, waiting to be announced. The printing buyer can't understand why you should have given anyone else anything at all, and generally you may have created dissension and ill-will where you sought to establish more cordial and friendly relations. So you try to figure it out very carefully, and make up a list of gifts that vary with the prestige and influence of the individuals on it.

But even for a company with relatively few accounts it's a tough problem. If the customers number up into the hundreds and you have an average of two or three people per customer-organization to remember, you may as well pull your roll-top down about October 1st and devote all your time and attention to the list for the remainder of the year.

Reporter's Note: Here is a case history report you should read carefully, pass along to top management and file for future study when faced with the annual Christmas gift headache. Other concerns have used the technique described here . . . with satisfying results. But Chet Sloane's account of how Circulation Associates handled the problem is the first time we've been able to get such a complete report and comparison between the old and new system.

Editor's Note: Remember this New York direct mail firm's courageous struggle against Secondary Boycott . . . reported on page 28 of the June, 1955, Reporter.



Don't make them hard to read—



**put your business messages
on Hammermill Mimeo-Bond**

BETTER attention for your sales letters, news releases, whatever you mimeograph, will come naturally when they're bright, clean, easy to read.

Clean, easy-to-read mimeographed messages start with a paper that's made for stencil duplicating work. Hammermill Mimeo-Bond. It's now brighter and more opaque to give your messages more visual contrast, more eye appeal. The new, firmer surface resists linting—even at high running speeds. And, you can get up to 2000 readable copies from a single stencil.

Colorful printed headings add appeal to your messages. Here, too, Hammermill Mimeo-Bond is a star performer—takes beautiful printing, letterpress or offset.

Hammermill Mimeo-Bond contains Neutracer®—the exclusive Hammermill pulp that brings to fine papers the special qualities that nature grows in northern hardwoods. You get better looking copies

because Neutracer blends with other quality pulps to give Hammermill Mimeo-Bond a more uniform surface, a clearer, more attractive sheet formation. And Hammermill Mimeo-Bond still has the unique "air-cushion" surface that minimizes messy looking set-off on the back of your copies—one of the reasons it's a favorite among thousands of stencil duplicating operators.

FOR SHORTER RUNS choose new, brighter Hammermill Duplicator paper. Provides outstandingly brilliant short run copies—gives up to 200 readable copies from a single master. Made especially for spirit or Azograph equipment.

Hammermill Mimeo-Bond and Hammermill Duplicator will fit your color Signal System. Their colors match corresponding colors of Hammermill Bond and Hammermill Bond Envelopes. Hammermill Paper Company, Erie, Pennsylvania.

HAMMERMILL FOR BETTER COPIES FROM
DUPLICATING PAPERS OFFICE DUPLICATORS

C. A. Finds A Solution

In recent years the trend has been away from Christmas giving, except where it has been a long-established custom. But if you've been doing it for years and years, how do you ever get out from under?

Circulation Associates, Inc., pondered this problem last Christmas and came up with a highly satisfactory solution to it. It was a daring step, because it had to be taken without any possibility of pre-testing and with no indication of what the reaction might be.

In past years, the company had given carefully chosen individual gifts, impressively wrapped, to hundreds of its customers and their employees. For weeks prior to Christmas whole departments were inundated with gifts, gift boxes, wrappings and the other impediments of large-scale giving. Normal business operations had to be suspended in some sections of the organization. Constant checking and rechecking was necessary to avoid slighting anyone who should be remembered. The executives of the company were preoccupied with the delicate problems of "to give" or "not to give" and if so, what?

By Christmas of 1956 the problem had grown out of hand and president Ed Lustig was forced to make a decision.

With some misgiving he prepared a letter that was mailed to the complete list of persons who had received gifts in the past. The choice of phrasing was a delicate job. In its final form the letter read:

Dear Mr. Jones:

It has been our custom in the past, as you know, to mark the Christmas season with modest gifts to certain of our customers. These have been mere tokens of the value we placed upon their goodwill and were not in the nature of a reward for their patronage.

To you, or any other single recipient of these remembrances, the gift itself could have had relatively little material value. The spirit in which it was sent, rather, was the significant factor.

Therefore, instead of small individual gifts to our customers, we are lumping the sum into a single large contribution, to be made in your name, to the

BOB RUBIN MEMORIAL FUND FOR CANCER RESEARCH

which supports laboratory facilities at the Flower Fifth Avenue Hospital, for research into the control and treatment of cancer of the brain.

Shortly after Christmas you will receive an acknowledgement from the hospital of your participation in this constructive program. I believe it will mean much more to you than any personal gift possibly could.

With best wishes for Christmas and the New Year . . .

Cordially,
Ed Lustig

The response was immediate and thoroughly reassuring. A flood of letters came back, complimenting the company on the course it had taken and, in a few instances, enclosing additional checks to be added to the fund! Typical of the reaction to the plan were such comments as:

"I'm ever so much obliged and delighted to have a contribution made in my name . . . A truly inspired idea! . . . I think you made a splendid choice . . . What a wonderful idea! . . . You couldn't have done a nicer thing and I am delighted you thought of it . . . I think this is a marvelous idea and you are to be congratulated for such a wonderful undertaking . . . This is one of the nicest things I have heard about in a long time . . . I have always felt that this business of firms sending Christmas gifts was a terrible headache to everyone concerned . . . As far as I am concerned, I endorse your action 100% in making your contribution to cancer research . . . I want you to know that I appreciate the contribution you are making in our name, in lieu of a Christmas gift . . . I heartily agree with this — the true spirit of Christmas goodwill . . . I heartily agree

with your decision . . . and I am honored that you will include my name as a participant . . . I can imagine no more worthy cause than to support cancer research . . . What a wonderful idea! I am sincerely grateful for any contribution that has been made in my name . . . I am in hearty agreement with the contribution to the fund for cancer research. It is a fine thought . . . This is a capital idea and most fitting to the spirit of the Season. I've got too many Cavanaugh hats anyway . . ."

The company's misgivings, therefore, proved to be entirely without foundation. The cancer research project reaped the benefit, Circulation Associates was free of the burden of detail that has involved it in the past, and its customers were pleased to have been identified with this gracious gesture of utility . . . rather than the more or less perfunctory gifting of previous years.

It's a thought you may well tuck away in your mind for use in the 1957 Holiday Season. People are human after all. ●



ANOTHER GOOD IDEA FOR CHRISTMAS GIVING

THE ALLEN HOLLANDER COMPANY, Inc., 385 Gerard Avenue, New York 51, N. Y. solved their Christmas gift problem this past season . . . with a sensible approach loaded with good-will and personal public relations.

A few months before Christmas, customers and friends of the label manufacturer received a short letter which read:

Dear Bill:
NO—we're not selling insurance or prying.
BUT—we do have an idea that requires some personal information.
AND—if you'll take two minutes to fill out the enclosed questionnaire, I'll be very thankful.

Cordially yours,
Allen Hollander

The brief questionnaire requested the recipient's full name, home address, birth date . . . and the name and birth date of his children. Compiling this latter information was the real motive behind Hollander's query . . . because the company planned to send Christmas gifts directly to the children, instead of to customers.

A few days before Christmas, those who responded to the questionnaire (almost all recipients) received this

letter of explanation:

Dear Friend:
Everybody loves Christmas. You love it . . . I love it . . . but the children enjoy the greatest thrill.
Truly, the spirit of the holidays in the home is a priceless end-of-year experience. The joy of being together; the holiday traditions . . . Christmas Eve, Santa Claus, stockings on the mantle . . . then, dancing eyes scan packages, anxious fingers pull away wrappings, squeals of delight ring through the house.
This year, we'd like to have a part in that episode in your home.
You responded to our questionnaire a few months ago. Now the secret is out. We wanted to know about your children, to share the spirit of Christmas giving with them.
Our package is on the way. A modest expression of our good wishes to you and yours, for the best of everything for the Holiday season . . . and a healthy and prosperous New Year.

Cordially,
Allen Hollander

There's no doubt about it that Christmastime means the most to children . . . it's a holiday really meant for them. And by keeping the spirit of Christmas giving where it really belongs, the Allen Hollander Company endeared itself to many happy fathers . . . the label firm's best customers. ●

get the
professional
approach

. . . to your

DIRECT MAIL



For a FREE roster of members of MASA, the professional creators and producers of BETTER direct mail, write to:

mail advertising
service association

INTERNATIONAL

18120 James Couzens Hwy.
Detroit 35, Michigan



HAVING
THAT WONDERFUL

TYME*

IS WHAT YOU NEED

A COMPLETE
DIRECT MAIL SERVICE

- Ty-Process Letters
- Multigraphing
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- Addressing
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- Photo-Offset
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Tyme

LETTER SERVICE CORP.
43 EAST 19th STREET, NEW YORK 3, N. Y.

PENNSYLVANIA TRANSFORMER COMPANY

A MCGRAW ELECTRIC COMPANY DIVISION
CANONSBURG, PA. Greater Pittsburgh District



December 10, 1955

TO THE EMPLOYEES OF PENNSYLVANIA TRANSFORMER COMPANY:

Dr. Jonas E. Salk, developer of the polio vaccine, recently said, "... there need be little, if any, paralytic poliomyelitis in the United States in 1957 if all who are potentially susceptible are treated with vaccine that is now available."

In other words, the means for conquering one of mankind's most crippling diseases is ours ... now ... today! All of the fear and the suffering and the heartache that paralytic polio causes can be completely eliminated, if we but make use of the vaccine that now is available for adults as well as children.

Your company wants to contribute to the realization of this dream by providing free polio shots to all employees who want them. Incidentally, we are told that our company is one of the first in the country to provide these shots for employees, and it could be that the effect of our own vaccination program will be multiplied many times as other companies follow suit.

Three shots are recommended for complete immunity -- the first two within six weeks of each other, and the third one from seven months to a year later. All three shots will be administered during working hours, in our First Aid Room in the factory. The program will get underway within the next few weeks.

Attached is a little pamphlet that answers some of the most frequently heard questions about the polio vaccine and also tells a little more about our own free vaccination program here at Pennsylvania Transformer. We suggest that you read this pamphlet carefully, and then, if you would like to receive the three polio shots, please fill out the enclosed form and give it to your foreman or department head no later than December 15. You will be informed of the time and date for your first shot just as soon as the necessary arrangements can be completed.

Let's all bare arms to conquer polio.

F. L. Huber
F. L. Huber
Director of Industrial Relations

Every business and industry
should jump on the band-
wagon of this praiseworthy
P.R. program ... started by
Pennsylvania Transformer Co.
Here's how their

INDUSTRIAL EMPLOYEE CAMPAIGN HELPS CONQUER POLIO

ONE OUT OF EVERY FOUR persons hit by polio is 21 years of age or older. This stark reality has had polio authorities worried ... because very few adults have arranged to take protective polio vaccine shots.

But now, industry has provided a hopeful answer ... by developing an employee public relations program which uses proven promotion methods to help conquer polio.

One of the very first firms to come up with such a management-sponsored program is Pennsylvania Transformer Company, a division of McGraw Electric Company, in Canonsburg, Pennsylvania. It was here early this year that office and plant employees rolled up their sleeves to receive the first in a series of three polio vaccine shots ... *promoted, administered and paid for by Pennsylvania Transformer.*

The simple but powerful promotional push behind P.T.C.'s company-wide vaccination offers a good working blueprint for any other business or industry interested in a worthwhile program of public relations—"plus":

First announcement of the plan was made to P.T.C. personnel in the letter shown above from F. L. Huber, director of industrial relations. Sent directly to the homes of all 1600

There's only
One
**DICKIE-
RAYMOND**

DIRECT ADVERTISING
and
SALES PROMOTION

for 36 Years

Planning
Writing
Production



470 ATLANTIC AVENUE
BOSTON
225 PARK AVENUE
NEW YORK

**NOW
RAPID
FILM
LETTERING
TO ANY SIZE
YOU WANT**

Reduced or Enlarged...
Positive or Negative

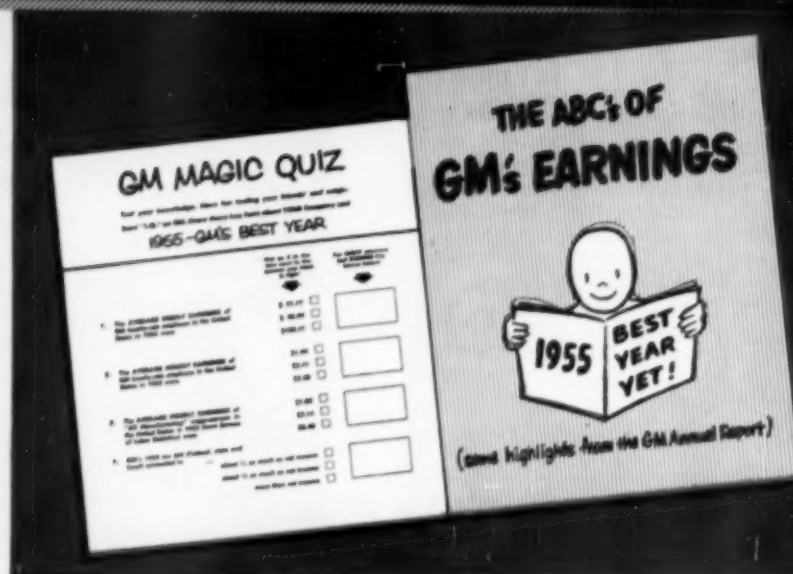
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Murray Hill 8-2445



There have been many good uses of "magic ink" for invisible printing on blotters, postcards, etc. Now, General Motors' elaborate uses of the process shows . . .

**MAGIC INK PRODUCTION GETS
REAL "ACTION" FROM BOOKLET READERS**

DAN JACOBS, sales promotion manager of Seaman-Patrick Paper Company, 1225 Vermont, Detroit 16, Michigan sent us the best example yet of the use of Magic Ink Process.

It is the latest booklet issued by General Motors for company employees. Produced under direction of Warren Irving, Publications Section, Personnel Staff, General Motors Corporation, General Motors Building, Detroit 2, Michigan.

The basic part of the piece is a sixteen page, 8" x 10" booklet. Printed in black and yellow. Second color used mostly for reverse blocks. All copy hand lettered. Rough crayon illustrations. Title: *The A.B.C.'s of G.M.'s Earnings (some highlights from the G.M. Annual Report)*. A fast moving, graphic story of the company's vast business structure. Any child could understand it. Fascinating!

But the masterpiece is the wrapper stitched to the cover. This is printed in dark blue on a light blue blotter type stock. Heading on first cover: "Try this Magic Quiz about G.M." Subheads urge employees to try it on

their friends. Then on all four covers (blue) there are 16 questions in quiz style. Three possible answers to each. Guess is to be checked. Opposite each set of check boxes a large blank box.

When all answers have been checked, the cover is to be removed from the inside booklet . . . then entire blue sheet is to be dipped in water. The blue stock becomes water darkened, and the correct answer shows up in each box in white figures or letters. We understand this terrific production made a big hit. And rightly so.

We've seen plenty of examples in the past of simple uses of magic ink (or invisible printing) on post cards or blotters. But this is the most elaborate and completely appropriate adaptation. We predict the idea will be copied extensively for employee and stockholder reports.

Maybe you can get a copy if you write to Warren Irving. It deserves a place in your idea file. If you ever want to use a similar idea . . . get in touch with *The Reporter* for advice on finding production facilities. ●

RETURN CARDS CAN REVEAL LOST MERCHANDISING APPEALS

HENRY BURGER, advertising manager of B. Heller & Company (manufacturing chemists), Calumet Ave. at 40th St., Chicago 15, Ill., tells us about an interesting experiment with return cards. Instead of using simple "Yes" and "No" check squares requesting literature . . . Mr. Burger thought properly designed cards could give valuable clues for future campaigns.

In planning an engineering service, for instance, the management felt that the aspect most needed by the prospects would be "financial counseling." So the promotion pitch was in that direction. But on the return card (asking a representative to call) five other areas of possible interest were listed. Like this:

- ☐ Ways and means of reducing our operating costs.
- ☐ New sausage formulas.
- ☐ Financial counsel and assistance.
- ☐ Products to improve color.
- ☐ Products to improve flavor.
- ☐ Products to improve yield.

After three months' trial, adman Burger tabulated returns and found that his pet appeal, "financial aid," had drawn almost no response, whereas "ways and means of reducing our operating costs" had drawn fully half the check marks. So the questions on future cards were redrawn to represent areas of approximately equal interest. Revised card read:

- ☐ Reducing our labor costs.
- ☐ Expanding our production.
- ☐ Improving color of products.
- ☐ Improving flavor of products.
- ☐ Adding new sausage formulas.
- ☐ Increasing our yields.

Now the letters, salesmen and engineers devote attention to problems in proportion to the prospect's interest.

Seems to this reporter like Henry Burger has hit on an idea for making his own automatic and foolproof "motivation research." Could be applied in many businesses. List all your pet appeals (or benefits) on your return cards. Let the votes of the activated prospects tell you what appeal is most popular with the majority.

**neenah reports a
scientific fact:**
you can "just tell"
which are the
important letters
in your
mail



the appeal
of quality is
always subtle

A quietly important reason for using
a fine cotton fiber bond by Neenah
for your business letterheads.



You can help create a letterhead that helps your company succeed. The first step is to ask your printer for a free copy of the second series of "The Right Letterhead for You."



neenah paper company

A DIVISION OF KIMBERLY-CLARK CORPORATION

neenah, wisconsin

A SERIOUS PROBLEM

Some Sage Advice for Letter Writing

Business Executives

by Henry Hoke, Sr.

An unexpected, but most welcome, visitor arrived on the front porch recently. Hadn't seen him for fifteen or more years . . . Robert K. Orr, formerly president of Wolverine Insurance Company of Lansing, Michigan. He is retired now, and he and his wife spend a lot of time in Eustis, Florida. We had a lot to talk about . . . because Bob taught me more about letters than I learned from anyone else. First met him along about 1932, when he visited *Postage and The Mailbag* office. At first, thought he was a little "cracked" over his radical ideas for teaching businessmen how to write better letters. He had attended a long-ago DMAA convention in Detroit . . . heard John

Howie Wright speak. One little item in that talk gave him an inspiration. Went back home and put a new plan into operation . . . one of the first insurance people to use preapproach direct mail and limit salesmen's calls to inquiry followup exclusively.

Then Bob revamped all correspondence tactics. He became an inspired researcher of business letters of all kinds . . . studied the subject from every angle. Finally broke down the faults of most business letters into the now well-known four divisions:

(1) Useless and unnecessary words and phrases; (2) Improper arrangement of words and phrases; (3) Incorrect expression of thought; (4)

Offensive and displeasing words and phrases.

Bob then started teaching employee, adult and student groups by the analysis or voting method. That is, letters were revised or corrected by majority vote on each of the four divisions. He proved by this method that most of the textbooks on English or letter-writing used in the schools were completely cockeyed.

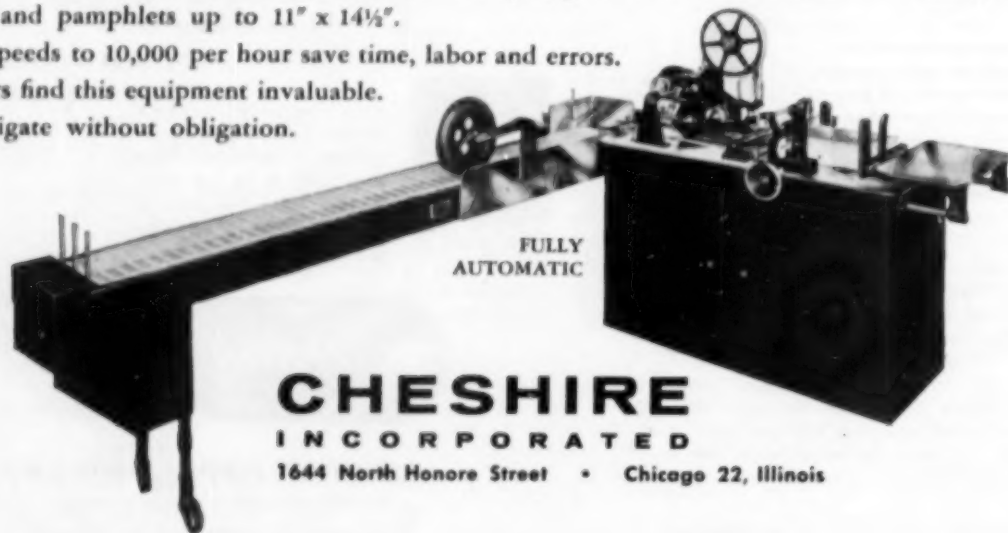
Bob was one of the "professors" in our first Direct Mail School back in 1939 in New York. Most of the students will never forget him for the good he did them. Some of his teaching techniques have been adopted by the present crop of teachers . . . but there is still a long way to go.

Since Bob Orr was here . . . I've been worried about a serious problem we discussed. It has cropped up repeatedly. I make talks before business groups, urging better business letters. So do other speakers. We try to give, in a brief time, the formulas, rules, etc., for better writing of routine letters. Then the businessman goes back to his desk and tries to reform. He hasn't had the right background; he is saturated with out-moded customs and expressions; he

VOLUME MAILERS USE CHESHIRE LABELING EQUIPMENT

All addressing systems operate more efficiently, accurately and economically with the addition of this CHESHIRE machine to apply pre-addressed labels to envelopes, postcards and pamphlets up to 11" x 14 1/2".

Speeds to 10,000 per hour save time, labor and errors. Mailers find this equipment invaluable. Investigate without obligation.



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freezes up and becomes worse rather than better. I've tried to help personally some of the businessmen who have had that experience. It's a tough nut to crack.

So . . . after Bob left, I've been trying to dope out some simple training program for businessmen. The average businessman . . . not the employees of firms like New York Life or Prudential. (They can afford extensive training programs.) I've reread the transcript of Bob Orr's 1939 teaching. Also reread most of the books on letterwriting in our library. Some are good, some go off on too many tangents. And we must face the fact that the average businessman just won't take the time to read a business book. Maybe someone in the American Business Writing Association, as a research project, could take all the books so far written about modern letterwriting and boil them down to a short, easy-to-read, easy-to-follow pamphlet for the average businessman. I'd like to do it . . . but time is so short.

Four Ideas For Improving Business Letters

But here is what I am going to recommend to some of my friends who want to improve their letters, but don't know how. I may hurt the feelings of a few omitted authors, but after reviewing most of the books on letters and direct mail . . . I've selected just four as a basic library.

1. For most immediate results, buy *How to Write Successful Business Letters in Fifteen Days* by John Riebel. Published by Prentice-Hall, Inc., 70 Fifth Ave., New York 11, N. Y. Price: \$4.95. Undoubtedly, this book ranks TOPS among all current and past books on letterwriting. (We reviewed it at length in *The Reporter* for October 1953, page 45.) It is intelligently and completely organized. Reader is supposed to tackle just one chapter each day for five days a week. Complete it in three working weeks or fifteen days. Chapters average between fifteen and twenty pages. The appendix, giving 123 trite expressions and more than 200 favorable substitutes, is priceless. We recommend that businessmen read it as instructed . . . then require each employee concerned with letters (including typists) to read it as instructed (signing their name and reading time on flyleaf). I doubt if John Riebel's masterpiece will ever be equalled.

(Continued on Next Page)

Introductory Sale! "CLIP BOOKS"

REGULARLY \$16.85

Complete library of ready-to-use art . . . save time and money, just clip and paste!

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You get all this: (1) "Line Art"—3 complete books, total of 35 pages, 5 x 8, black and white art; (2) "Tone Art"—16 pages, 8½ x 11, screened wash and opaque drawings and photos, plus 2-color separations; (3) "Lettering"—24 pages, 8½ x 11, newest lettering faces on adhesive-back stock! Regularly \$16.85, now \$5 to new customers *only*! Send check or purchase order. Prompt refund if not delighted. Best of all, use your \$5 as a credit if you decide to subscribe. Send for your \$5 "Clip Book" kit today!

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2. *Common Sense in Letter Writing* is written by William Butterfield. Published by Interstate Printers & Publishers, Inc., 19 N. Jackson St., Danville, Ill. Price: \$2.25. This is a smaller and lighter book. Only 81 pages. Bill is an oldtimer at the teaching of better letters. His book is not as well organized for study as the Riebel book, but I'm recommending it for the excellent checklists and humorous illustrations.

3. Buy, read and keep the new revised edition of *How to Make More*

Money With Your Direct Mail by Edward N. Mayer, Jr. Recently republished by Printers' Ink Books, Pleasantville, N. Y. Price: \$6. This is the best (by far) basic book on all ramifications of direct mail. It is not, of course, entirely about letters. But any businessman who uses letters for any purpose is using direct mail. This book is a perfect description of letters and all direct mail. This reporter wrote the introduction . . . and would not have agreed to do so unless it could be recommended

unqualifiedly. Ed's compilation of all the facts about using the mail (amplified since the first edition in 1950) will be must reading for years to come. There is no need for another book on the subject.

4. If you want to go a step further from a simple study of letters . . . buy, read and review *Language in Action* by S. I. Hayakawa. Published by Harcourt, Brace and Co., Inc., 383 Madison Ave., New York 17, N. Y. Price: \$2.75. It isn't easy reading. But it will shock you into a better appreciation of the importance of words. You'll get a new idea every time you pick it up and read a page or two.

Those four books constitute our recommended basic library for those who want to improve their letter-writing. Perhaps I should add the miniature library of pamphlets offered by The Reporter (each containing a feature research study of one phase of direct mail) . . . but that might sound immodest.

I'm going to try those four books on a few friends . . . and see what their letters are like a year from now.

If any of you readers have ideas on how to simplify this problem of teaching the average businessman . . . send your thoughts this way. How about some of you members of the ABWA who read The Reporter?

Incidentally, we were sorry to hear that C. R. (Andy) Anderson has retired as ABWA secretary after all these years of conscientious service, but he's being succeeded by a well-trained sidekick, Francis Weeks, also of the University of Illinois, Urbana, Illinois. Maybe Fran can induce the ABWA to make this problem discussed on the front porch . . . an association project for the future. But keep it simple. ●

GOOD EDITORIAL

The following appeared in the Fall, 1956 (Vol. 15, No. 1) of *Herst's Outbursts*, house magazine of stamp dealer Herman Herst, Jr. of Shrub Oak, New York. Worth reading by all you folks worried about possible postal rate increases:

POSTAGE RATE INCREASE

Like most of us, we were pleased when congress declined to boost postage rates simply in order to justify some trick book-keeping that the Postmaster General slipped to the newspapers.

That postal deficit (which actually is not a deficit at all) would be a great deal less if the Postmaster General himself

would stop using Post Office funds to influence legislation, an improper act in itself, and if he would himself read the reports of his own Committees, instead of seeking outside surveys from firms who find it to their advantage to ignore facts, and agree with what they are told to find.

We like to poke a lot of fun at Congress, but there are times when they do have their finger on the pulse of the nation, and when they represent our first line of defense against bureaucratic officials who try to cure phoney deficits by boosting the rates on the class of mail that pays for itself, and winking at those classes which actually do lose money by the millions of dollars for the Post Office. You see, the average citizen's political power is nil; that of the national magazines and newspapers is tremendous. That's also why you'll never read the true facts about the Post Office deficits in the magazines or newspapers.

Chicago Direct Mail Day Will Review Mock Edsel Car Promotion

Chicago will do it again on April 3rd at The Morrison . . . produce a big Direct Mail Day and launch another program innovation. The Day's Chairman, Wesley I. Nunn, Advertising Manager, Standard Oil of Indiana, has announced that Eldon E. Fox, AM, Edsel Div., Ford Motor Company, will be luncheon speaker.

The afternoon program will be a presentation of a mock promotion for the yet unborn Edsel car. Art, copy, and plan will be presented by panel of experts, with another panel set-up to criticize, suggest and augment. This to be followed by comments from the floor. Ought to be a fascinating afternoon.

Morning program will kick-off with keynote address by Wes Nunn. Then:

- 1) "17,000,000 prospects and how we Reach them," by Robert P. Palmer, Advertising Director, Remper Insurance Group.
- 2) "What's New In Allis-Chalmers Direct Mail" by Arthur E. Thode, Advertising Manager, Construction Machinery Division, Allis-Chalmers Mfg. Co.
- 3) "Your Copy Tells the Story," by W. Van Atta, Managing Director, Sears Book Clubs.

Other Direct Mail Days

March 19th: Direct Mail Day in Washington, D. C.

March 20th: Direct Mail Day in Philadelphia. "Brainstorming" will be the big feature of Philly's 6th annual "Day." To be held at the Bellevue-Stratford Hotel. Philadelphia Direct Mail Day is sponsored by the Philadelphia Direct Mail Club. J. Mack Nevergole (Roland Ulman Organ.) is general chairman.

March 27th: Direct Mail Day in New York. To be held at the Hotel Roosevelt. Sponsored by 31 associations, including DMAA, MASA, etc. Horace H. Nahm (Hooven Letters, Inc.) is general chairman. Program will include a full day of techniques, exhibits and other idea-producing features. Main speaker will be Leonard Raymond (Dickie-Raymond).

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My Mail Order Day

By Jared Abbeon

MONEY, MONEY, MONEY... let us talk about the stuff for a little while. If you are in the mail order field I assume it is to make money. Here and yon there might be an operator who is desirous of getting rid of a burdensome legacy or mayhap just wishes to keep busy in his spare time... but by and large most of us are in the game for money, legal tender, currency, coin of the realm, lucre, pelf, dough, kale, rhino, brass, dust, sugar, salt mopus, tin, jack, boodle, gelt, grease, mazuma, plunks, clinkers, beans, chips, wampus, horse nails and iron men. (Come to think of it, there are probably more slang terms for money than for anything else.)

In mail order, a lot of money will pass through your hands. Remember that it isn't the money coming in that counts, and it isn't the money that is going out that counts. What counts is the money that is left in your poke after the inning and outting is finished. Unless every dollar you spend brings in a friend, it can even be a small friend, all you are doing is trading dollars. While this might be amusing, it don't put no crokers in the old tater sack.

Just last week my accountant was checking over my books and he commented that my postage bill had run a few thousand dollars over the same month last year. So I told him that the trouble was that like most human beings my hindsight is better than my foresight. If I had known before I dumped those pieces into the mail which lists were going to pull the best I could have saved over \$5,000 in expenses on lists that "broke even" or lost money in that one month alone. However, if he would take another look at the books he would see that it all averaged out in the end and we made money on the month. My last words were, "Maybe it is just as good that mail order is a tough way to make a buck, otherwise look at the competition we would have."

So... this month I am going to list Ten Ways to make those dollars stick to you instead of rolling along:

One: Get at least two guys to give you a price on everything you buy. Chances are you will buy from good old Cheap Charlie like you always do... but when C.C. knows he has competition he won't be tempted to slip a hefty price increase to you, his old "buddy-buddy" and "pet pigeon."

Two: Never be ashamed to ask "What's my discount?" and "Is that your lowest net price to any class of buyer?" I had placed orders for over \$20,000 worth of merchandise with a company whose name is a household word in this country when I accidentally discovered that by purchasing one air conditioner and one furnace blower I would be reclassified as a 4 star distributor and would have saved about 20% on all my purchases. After I told them to take their whole line and (Ed. Note: "CENSORED"), I found out they have more different classes of distributors and discounts than Carter has pills.

Three: Always take your cash, or 10-day discounts. That 1% or 2% is the easiest money you'll ever make.

Four: Don't give any discounts (to retail customers that is). And make darn sure that anyone who gets a discount from you is a legit wholesaler. Thumbs-down to the guy who gets on the phone with "Ship me one at the carload lot price so I can sample it."

Five: Don't hire nobody you don't have to, and don't hire him till it hurts. It's easy to add loafers and drones to the payroll. But only old Simon Legree himself could turn them out into the snow when things get a little slack. A little overtime among your present folks may do the trick. Or better yet, contract out the work. When you contract out a job you know the exact cost, period, sans coffee breaks.

Six: Buy staples like office supplies in quantity... at the quantity price.

Seven: Keep a jaundiced eye on your advertising agency's charges for art,

plates, engravings, copy supervision or whatever else they disguise their barbill with. Ofttimes that 15% can't cover their expenses, but if you pay them what they are worth, do it legitimately . . . not in some hidden phony charge or kickback. Like the photographer I knew who accidentally met a client and was told, "Your pictures are sure worth that \$150 I pay." The snap-shooter never got over \$15 for a black and white in his life.

Eight: Test before you leap.

Nine: Re-test before you leap.

Ten: Re-test the re-test before you leap. ●

GOOD WRITING

There is a short 3½" filler which runs every morning in the *St. Petersburg (Fla.) Times*. Don't know who the columnist is. Calls himself Ash Wing. But he certainly turns out some beautiful copy. It sings. We liked this sample from a recent issue. Passing it along for possible inspiration.

Ash's Hush

HOCTOWN CREEK—I had a wonderful breakfast this morning. In a fresh, new world.

First on the menu was a creamy custard pie. The topping was fluffy. Like soft, white clouds.

Then, there was soup. Thick, like low-hanging fog.

The greens in the salad were in tiny shreds. Crisp, like freshly mown grass.

There was music, too. From a huge symphony. Like a hundred mocking birds singing. Some softly, others shrill.

In the background was a tender silence. Not like the dull muteness of a church steeple, nor the monotonous lonesomeness of an empty room.

It was an alive hush. Almost solemn, reverent.

You'd never recognize the world at dawn from your porch. It makes a wonderful breakfast.—ASH WING.

QUIZ OF THE MONTH

If you were taking a trip through your post office, observing all operations, and you heard employees using the following words . . . what would they mean to you ?

"Nixie"	"Hush"	"Red Men"
"Bum"	"A Jackpot"	"Scheme"
"Balloon"	"Killing a Pouch"	"Slugs"
"A Hypo"	"Killer Bar"	"Vice"
"Hot Mail"	"Red"	"X-Pouch"

For description of this jargon developed over the years by postal employees, turn to page 46.

MARCH, 1957

NEW METAL CLASP ENVELOPE CUTS MAIL CLOSURE TIME 1/3



Kwik-Klasp Envelopes

Here's speed and convenience no other clasp envelope can give you. Cuts closure time one-third! In less time than with any other clasp, the KWIK-KLASP is securely locked and ready for mailing. Most important development in the metal clasp in 20 years! Ideally suited to direct mail use or for mail room use where speed is a factor.

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Immediate shipment in stock sizes, available in all sizes for open end envelopes.

FREE! Samples of Tension's amazing new KWIK-KLASP Envelopes to show you how they can save you work, speed handling and improve mailing procedures. No obligation.

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THE MOST TERRIFIC PRICES IN THE FIELD!

Quantity	3½x5½ Post Cards	5½x7 Double Cards	8x9 Double Cards
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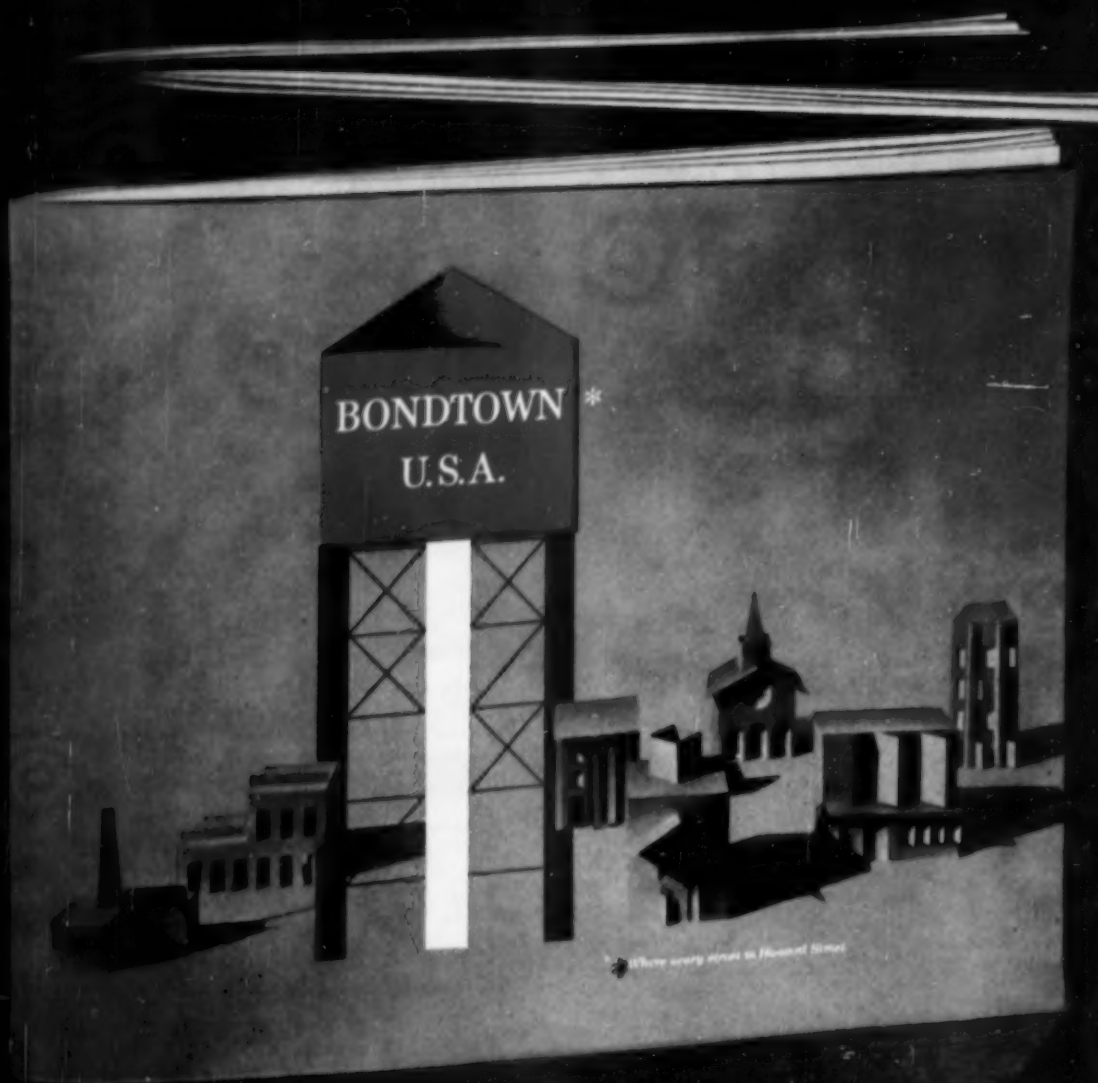
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Newest Howard contribution to The Art of Business Printing Design

Again, a completely new approach to modern business printing design—and a notable addition to former HOWARD bonds and portfolios that have earned so much interest and esteem.

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A request on your letterhead will bring you a copy promptly.

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UPGRADING LETTER COPY



by Paul Bringe
Milwaukee Dustless Brush Co.

SUPPOSE YOU WERE a recruiting officer in the Navy. One of your duties is to write high school seniors and recent graduates, persuading them to enlist in the Navy. You are limited to boiler-plate out of headquarters, or your own efforts on the office mimeograph.

Here is a letter from an officer who wanted to write his own. His selling point is a strong one — the privilege of choice of service before being drafted. It's a point that will appeal to any young fellow who feels he is being pushed around.

The letter rates fairly difficult in readability mostly because of long, rambling sentences. They average 38 words . . . far too high for easy understanding. Notice the clichés: "not too distant future" . . . "of the same mind" . . . "fortunate enough" . . . "may be assured" . . . "definitely to your advantage" . . . "for your information" . . . "please feel free." The writer has been infected with service gobbledegook.

The rewrite is phrased in short sentences (twelve words average) and simple phrases. It rates at the fifth grade level of readability, about on a par with pulp fiction. It stresses choice instead of command and tries to make the writer sound like a man who will help the reader. A young fellow of draft age with the prospect of being yanked out of protected home surroundings and pushed into the armed services, needs someone he can trust and believe. The letter tries to supply that need. ●

U. S. NAVY RECRUITING STATION
Federal Building, 215 E. Wisconsin Ave.,
Milwaukee, Wisconsin

Dear Sirs:

A short time ago you were sent with a group of men from this area for your pre-induction physical. To us, this means that in the not too distant future you can expect to be called for active military duty.

Perhaps you are of the same mind as several men from this area who recently left and were fortunate enough to be able to serve their time in the United States Navy instead of one of the other armed services, however, did you know that there is no way other than through enlisting through the Navy Recruiting Service that you may be assured of your choice of service when you are ready to get

Recently we announced on local radio stations and through the newspapers that you may now enlist in the Navy and request your two years of active duty immediately — this may be just the opportunity you have been waiting and looking for — at any rate, it will be definitely to your advantage to come in and get all the details before you receive your NOTICE TO REPORT FOR INDUCTION. Once you receive this notice, the Navy cannot process any papers for you and you will just have to take your chances on being assigned to the Navy.

For your information, the United States Navy Recruiting Station is located in Room 408 of the Post Office Building here in Milwaukee. The telephone number is BR 8-6600, ext. 383 — please feel free to come in and get the details about your forthcoming military service or, if you wish, tell the Navy Recruiting Station and I shall be glad to make an appointment with you.

Sincerely yours,

Rewrite of Navy Recruiting Letter

Paul J. Bringe

Dear Sir:

Now that you have had your pre-induction physical examination, you know you will be called for active duty soon. Have you thought about which branch of the Military service you prefer?

You still have a choice. But if you wait to be drafted you may find yourself in a service you don't like. Isn't it better to choose now, while you still can?

Thousands of men in your boots chose the Navy — and for good reason. There are many benefits in Navy service that you won't find anywhere else — and many benefits that continue long after you leave the service.

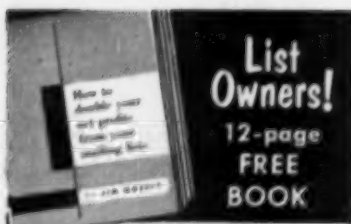
You can be sure of all these benefits by enlisting in the Navy now, before your draft call. The term of enlistment is no longer — just two years in either case. But the similarity stops right there. With enlistment you choose the conditions of your service. If you wait for the draft you are assigned, with no choice whatsoever.

There is just one point that's important. You must act now before you receive your induction notice. Once you receive that, there is nothing I can do for you.

So the time to act is now. Come down to see me as soon as you can. You owe it to yourself to get full details about the Navy. Then you can make up your own mind, with no one telling you what to do.

You will get a straight story from me. I've been through all the experiences you will have and I can tell you just what to expect. Please phone me now for an appointment.

Sincerely yours,



List Owners!
12-page
FREE BOOK

will help you turn your mailing lists into extra dollars quickly and easily! This Book, by Jim Mosely, is packed with **TESTED IDEAS** and **TECHNIQUES** gathered from 20 years' experience — to bring you added profits year after year. Step by step, this informative Book answers your questions and shows you how to find overlooked profits from your mailing lists. Send today for your **FREE COPY** of "How to Double Your Net Profits from Your Mailing Lists." Just attach ad to letterhead or business card. No obligation.

Dept. R-39
Mosely MAIL ORDER LIST SERVICE, INC.
Mail Order List Headquarters
38 Newbury Street Boston 16, Mass.
"Mosely sends the Checks"

Direct Mail and Mail Order COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you.

Write me about your plans or problems
All details handled by mail
ORVILLE E. REED
HOWELL, MICHIGAN
winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

if you sell any product or service by mail or house-to-house

You can use our direct mail promotions profitably.

We supply the complete mailing "package" . . . there is an absolute minimum of effort on your part

Write for **FREE SAMPLES** and list of our clients in your field.

THE SLOAN-ASHLAND DIVISION

Suite 903 Merchandise Mart
Chicago 54, Ill.
Sellers of merchandise through direct mail promotion

Typewritten letters
Flyers
Brochures
Campaigns

Created and/or produced by a team of experts

repass letter service

29 S. WABASH AVE.
CHICAGO 3, ILL. Central 6-4056

"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

I GET A LOT OF FUN out of writing copy. The most fun, I believe, is during the "let 'er rip" stage. That's when I first put on paper the sales points and ideas about a product or service I'm going to write about. This is the "do-it-yourself brainstorming" stage. Here's where I get a chance to let my mind wander all over the landscape, set down every idea that comes with no attempt, whatever, to evaluate it.

Some of these ideas are really fantastic. Often, at this stage, complete sentences or paragraphs emerge full-blown. Unusual leads pop into the mind and are put down on paper. Often these wild ideas, slightly toned down, find their way into the final draft.

Then comes the process of elimination — striking out ideas, phrases, sentences, even paragraphs that simply "won't do." Often it's difficult to decide between 2 or 3 different leads which have come out of the do-it-yourself brainstorming. Same thing with the offer. I've known copy jobs on which I've written the offer ten to fifteen different ways, and have ended up with a combination of the best parts of 2 or 3 of them.

All of this is fun. Then comes the real labor. The hard work. Polishing. At this point the letter isn't a letter at all. It's just an accumulation of paragraphs, sentences, phrases . . . like the lumber, nails, plumbing equipment, roofing, and glass that go into the building of a house. Now the building begins.

The job now is to fashion these separate sentences, phrases and paragraphs into the letter. Here comes the labor of writing those "connector" phrases to create a smooth transition from one thought to another — from the statement of a benefit to the brief and believable proof; from the proof of the benefit to documentation. Throughout this phase of "polishing" I've got to keep it interesting, exciting . . . answer the reader's question "What's in it for me?" And make him read, understand, and feel the urge to do something about it.

Here's where you give your letter flow. Not the flow of a sluggish river, but the flow of the brook that finds in its way bends and curves and stones and twigs, but still keeps rippling along. (Come now, Reed, let's not go literary.) At this point you quit looking at the different elements and look at the letter as a whole. You try to give it symmetry. You try to make every word, every phrase, every sentence lead toward your one objective — to make the reader take the action you want him to take.

To do this you have to visualize the man or woman who will receive your letter. What are his or her prejudices? What does he like or dislike? Make it easy for him to agree with what you say. Carry him along with you. Pile evidence on evidence, proof upon proof. Leave no doubt in his mind that what you offer will make his life more pleasant, his work easier, give him a feeling of superiority. Enable him to visualize greater profit, better efficiency, more leisure, or whatever the product you are selling offers in the way of a benefit.

Forget you're writing a letter. Forget you're writing at all. Talk to him in a language he can understand and that will convince him. There's no place here for the "literary." It's plain, down-to-earth printed salesmanship. And don't write anything that you'd be embarrassed to put in words if you were face to face with the prospect.

A good copywriter is a salesman first, and a writer second. Above all, he's human, knows he's dealing with other humans who are as unpredictable, as illogical, as flighty, and as stubborn as he is. Your job is to prove to the reader you've got something he needs and wants. If he doesn't want it you've got to make him want it.

Worn Out Plugs

Every piece of direct mail that comes into this office is dated and filed alphabetically. In this way I keep abreast of what's happening in direct mail copy and what my clients'

competitors are doing. I just read 50 letters picked at random from my file of direct mail copy. As I read these letters word for word, I was impressed (or let us say, unimpressed) by the similarity of copy . . . especially mail order copy.

So many of them sound exactly alike. So many of them use the same old verbal clinkers: "Mail the card today" . . . "You are one of a chosen few" . . . "Without obligation" . . . "Use the handy order blank" . . . "You'll be mighty glad you did," ad infinitum.

Of the 50 letters in this group, 23 of them made "special offers." Only one of them was a bona fide "special" offer. That was for the sale of a book at a pre-publication price. I wouldn't have believed even this one special offer were it not for the fact that I know the particular book offered has not yet been printed, and the offer was really a pre-publication offer to underwrite publication costs.

It's about time we put these old worn-out plugs out to pasture. It's about time we substituted common sense, sincere, effective writing for the oft-repeated bromides of direct mail copy. Let's say it differently. Let's get away from the worn-out phrases that have been used so often they roll off a reader's mind like quicksilver off a seal.

From this bit of research I have made up a list of phrases that need freshening up. In my copywriting I rewrite these phrases in an attempt to give them freshness, more appeal, and make a reader's mind sit up and take notice. Those of you interested in making your copy more exciting might profit first, by recognizing these bromides, and second, from making an attempt in your copy to improve on them. For instance:

The supply is limited. (Who believes this? If enough orders come in couldn't you replenish your supply?)

Satisfaction guaranteed. (Spell out the guarantee. Otherwise the phrase has little sales value.)

Without obligation. (To whom? Do you mean "You're not obligated to pay for this widget unless it does everything you expect it to do?" Then say so.)

Do it now. (Why "now." Wouldn't tomorrow satisfy you?)

Absolutely free. ("Free" needs no qualification.)

Act now before it is too late. (Too late for what?)

Don't put it off. (Give me a reason why I shouldn't put it off.)

(Continued on Next Page)

A FRESH NEW LIST

The names of the Major Buyers of Advertising Essentials and Sales Aids in the New York area are now available.

1957 edition of NOBLE'S LIST is on Elliott addressing plates. You can rent all or part of these 9,491 important buyers (national firms and advertising agencies). \$20 per thousand.

Advertising Managers	1875
Sales Managers	1965
Art & Photo Buyers	1405
Sales Promotion, Merchandising, Display Managers	1520
Advertising, Production, Graphic Arts & Printing Buyers	1190
Public & Industrial Relations Directors, Motion Picture & TV Directors & Purchasing Agents	1536
TOTAL	9491

The stencils are changed and additions made daily, thereby guaranteeing at least 96% accuracy. Over 3,000 personnel changes made last year.

Write or Phone: Thomas B. Noble, Chairman

Advertising Trades Institute, Inc.

135 East 39th St. New York 16, N. Y. LEXington 2-9921

- 1957 Noble's List (268 pages with hard cover) can be purchased for \$35, which includes year-long supplements.
- Write for Guest Tickets or Exhibitor Information for any A.T.I. Shows —
Advertising Art, Photography & Modern Reproduction Show
Biltmore Hotel, N. Y. C. — March 26, 27, 28, 1957
National Sales Aids Show
Statler Hotel, N.Y.C. — May 27, 28, 29, 1957
Advertising Essentials Show
New York City, November, 1957

SPEED TYING OF OUTGOING MAIL SAVE TIME-LABOR-TWINE TIE LETTERS - PARCEL POST - CHECKS PAPERS - CIRCULARS - LABELS - BOXES with a AUTOMATIC PAK-TYER



There is an ALL-PURPOSE PAK TYER for every application. Ten times faster than hand tying. Easy to operate and maintain. All bundles and packages can be automatically tied without any adjustment. 3 to 24 ply twine, as well as tapes and braids can be used. Several models to choose from. LET FELINS CUT YOUR MAILING COSTS. WRITE FOR CIRCULARS AND PRICES NOW.

FELINS TYING MACHINE CO.
3251 N. 35th St.
Milwaukee 18, Wis.

You've been waiting for it -
here it is—the incomparable, new

Just published — 3rd edition of
Idea Art — "Art in Season." 72
completely new pieces of light-touch art
spiced with copy to release 1001 ideas.
An entire section of cue sheets invaluable
to demonstrate uses. Reproduced on
Kromekote cover stock, in deluxe 9x12
multi-ring plastic binder. \$27.50 per copy,
complete with reproduction rights.
A limited edition — order today.
5-day Free Examination.



IDEA ART

307 Fifth Avenue, New York 16, N. Y.

IDEA ART®
portfolio no. **3**





The purpose of this department is to give you thumbnail sketches of authenticated direct mail successes. In order to get a release of confidential figures, we have promised that names and addresses and identifying details will be withheld.

30 central cooling systems sold in February (!) credited to 12 page ad reprint mailed to 40,000 homes taken from air conditioning prospect file. 11,000 to 12,000 individuals visited showrooms. Periodic door prizes given and results way above previous Feb. when no sales promotion was used.

§

24% response in trade show booth using direct mail. Contractor sent card with one cuff-link (shaped like house) inviting recipient to attend booth, collect matching link.

§

Insurance letter yields 20% returns for agent. Decides what neighborhood, takes photos of houses, pastes photo on personalized letters estimated at cost of 13¢ each. One policy written 18 months after mailing. Customer claimed he chose agent because he "liked" advertising.

§

\$32,922 worth business from 32 inquiries obtained by direct mail reports lumber dealer. 9 of 32 were converted to pole structure sales amounting to \$18,920 in one year. Further sold \$14,632 related materials to these same customers. Another lumber dealer selling to farmers keeps his crew of 7 busy within 30 mile radius of town of 6,000 people. He promoted a "FARMER'S DAY" in town of 946 and got more than 700 registrations at his warehouse.

1 out of 4 laundry prospects became regular customers after direct mail promotion. 8-piece mailing gets business. High selectivity of his lists is secret. He picks households wherein men must change shirt everyday (also where wife works). Test included 50% discount offer on shirts and up to \$3 on drycleaning. 16% responded for drycleaning offer.

§

Direct mail produces \$9 for every \$1 spent! Men's clothing store promoted profitable traffic. \$400 budgeted for first mailing and yielded \$2,251.60 traceable sales; Second mailing also budgeted \$400 producing \$4,893.13 traceable sales. Old charge accounts reactivated plus new business.

§

31% of people in supermarket area recalled receiving direct mail from major bread company while only 7% recalled newspaper ads and only 3% recalled TV commercials. Study was conducted by advertising agency.

§

\$5,000 worth service orders produced by jumbo direct mail card for auto dealer. Out of 5,400 cards offering brake reline price, 183 orders in 30 days! Some was for other than brake work. Cost was 4.4¢ per card mailed.

REED-ABLE COPY . . .

You'll be mighty glad you did. (What will make me glad? Tell me.)

Check the attached card and drop it into your outgoing mail. (I hope you don't think I'm stupid enough to drop it in my incoming mail.)

"Cooling Off"

We don't find many letters among the 50 we have just read starting off with "warm-up" paragraphs. Most of them begin with a "benefit" paragraph. Also, most of them use what I call "cool-off" sentences.

These sentences are like the jumping up and down of a prize fighter when he's donned his robe after a fight. The jumping up and down has nothing to do with the fight itself. It's just a method fighters use to cool off gradually.

Too many writers of direct mail, when they've told their story and get down to asking for the order, cool off with such sentences as "You'll be mighty glad you did," or "This could be the most important decision you'll make today."

A Dread Disease

Advertising in general (not just direct mail) seems to be suffering from a sales-killing disease with a long non-medical name "Overstatementitis." As far as I can see, this disease is caused by over-excitement, enthusiasm for the product, the desire to high-pressure a prospect, and a copywriter's fear that he won't get his point across.

A case in point: Recently a manufacturer who makes a product selling at retail for 39¢ — an impulse item sold from a counter display card — called on me in my office. He brought with him layout and copy for a folder he planned to use to sell a merchandise-filled display card to retailers. The heading on the folder read "BANK BIG PROFITS ON THIS USEFUL HOUSEHOLD ITEM." The profit on the item was the usual retailer's 40 per cent, or approximately 15¢. BIG profits? Overstatementitis.

Another symptom of this dread disease is the problem-solver. He's the fellow who makes a useful little product, but for it he claims to solve your shipping problems or your sales problems, or your accounting problems, or whatnot. He never modifies his claim with the words "Helps to." No, sir. He goes the whole hog and naturally the reader of such absurd claims doesn't believe them, isn't convinced, too often doesn't buy.

Which Sheffield Letter Worked Best?

— From page 21 —

We took a gamble and guessed that letter #2 would work best. It did (statistically). Preceded, of course, by number one. Letter #1 brought five inquiry cards; #2 pulled eleven; #3 dropped to three . . . but two of the replies were from largest manufacturers who had ignored first two. Total replies on this enormous campaign — 19, or just about 20%. This proves, we think, that when you have a product which can be easily sampled . . . it pays to get the sample into the prospect's hands.

Enthusiasm is a necessary ingredient in a piece of copy. So is faith in the product and what it will do. But when your copy reads like an "advertising claim" it ceases to be good selling, reduces confidence in the thing you are selling, and hurts advertising in general.

There's no use drawing a moral to the few paragraphs above. Every good copywriter can draw his own.

It has become standardized procedure for a mailer renting lists which might duplicate each other, to insert a little slip in the mailing which says, in essence, "If you are already a (subscriber or user or customer) ignore this letter." Some mailers go further and explain the reason for the duplication.

One company makes a sales point of this idea. It puts a P.S. on each of its letters as follows: "Already subscribed? Then how about subscribing for each salesman and executive? It pays!"

Say What You Mean

As readers of this department have come to expect, we usually close shop with an item illustrating the importance of a copywriter saying what he means. Sounds like a simple thing to do, but it isn't.

This month we swiped an example from *Back Talk*, the wonderful little house magazine published by J. M. Kesslinger & Associates, 37 Saybrook Place, Newark 2, N. J., and we quote:

"A farmer wrote to the questions and answers column of a rural paper: 'Can you tell me how long cows should be milked?' The next issue carried the answer: 'They should be milked the same as short cows, of course!'"

Here's another from a women's apparel shop advertisement:

"Sheer stockings designed for luxury wear, but so serviceable that many women wear nothing else."

This I want to see. ●

CHICAGO U. WINS FUND RAISING AWARD

The University of Chicago won top prize among 700 contestants for best all-round direct mail campaign (Les Shively's University of Louisville came in a close second). The award is sponsored annually by *Time-Life*. The sponsor has reprinted the nine award winning letters, with supplementary data in a 24 page, 6" x 9"

(Continued on Page 46)

Rate... per line 85¢ Situation: Help Wanted Minimum 4 lines
Address: (red Dept., The Reporter, 224 7th St., Garden City, N. Y.)

CLASSIFIED ADVERTISING

ADDRESSING PLATES

SPEEDAUMAT—Zinc Plates embossed—\$35.00 per M. 100% accuracy guaranteed.

POLLARD-ALLING—3 line proofed and linked \$25.00 per M.

Advertisers Addressing System
703 N. 16th St., St. Louis 3, Mo.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751, Est. 1923.

DIRECT MAIL EQUIPMENT

Rebuilt & Guaranteed Addressograph-Speed-aumat-Elliott Addressing Machines. Graphotypes - Cabinets - Trays - Plates - Frames. Mimeographs-Multiliths-Postage Meters-Tyers-etc. Surplus Equipment Purchased.

James Eckstein
326 Broadway, N.Y. 7, N.Y. HAnover 2-6700

EQUIPMENT FOR SALE

One Set-O-Type, no Solenoids to worry about. Also a Speedaumat. P. J. Kiernan, 6112 37th Ave., Woodside 77, N. Y. HA 4-6677.

EQUIPMENT WANTED

USED CABINETS WITH TRAYS
to hold 2" x 4 1/2" Elliott addressograph stencil plates. Write to: Advertising Dept., Manpower, Inc., 820 N. Plankinton Ave., Milwaukee 3, Wisc.

FOR SALE

CARBOFF . . . 3 x 5 Index Cards for making copies of mailing lists . . . while addressing envelopes or letters. Self-copying, carbonless—\$1.70 per 1,000 f.o.b. Rochester, N. Y. Also CARBOFF self-copying papers. Samples and prices on request.

Waxton-Carboff, Inc.
8 Commercial St.
Rochester 14, N. Y.

250M Jumbo Elliott Stencils. Size 4 x 4-3/22 Manila, New, will sacrifice. Make offer for all or part lot. Also 1000 green metal trays with fronts and backs. Grace Halmes Club Plan, Union, N. J. Call Mr. Hurley—MURdock 6-4500 or write.

HELP WANTED

We Want

a young, ambitious direct mail man or woman, preferably with Book Club experience, to head up new department. You'll work hard because you'll do most of it yourself but you'll be able to put your ideas to test, you'll be building your own future. Adequate starting salary, Chicago location. Reply fully to Box 31, The Reporter, Garden City, N. Y.

LISTS

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines on Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

CANADA'S BEST MAILING LIST
275,000 live names on Elliott stencils
Call your list broker—**TODAY**
or Tobe's, St. Catharines, Ontario

MAILING LISTS

FREE MAILING LISTS
OVER 2 MILLION NAMES ON PLATES
GUARANTEED 100% ACCURATE

ELECTRONIC SELECTED CONSTANTLY CORRECTED

Retailers-Wholesalers-Manufacturers
Banks-Churches-Institutions
Choice of 350 Other Lists

"We Charge **ONLY** for Addressing"
(Usually Completed within 3 Days).

Write for **FREE** Catalogue.

SPEED-ADDRESS KRAUS CO.

48-01 42nd St., Long Island City 4, N. Y.
STillwell 4-5922

TYPE FOR OFFSET

Save with **FOTO FONTS**. Unit cost per font only 20¢! Easy to set and align—sharpest reproduction. Free samples and details. A. A. Archbold, Publisher, Box 20740 K, Los Angeles 4, Calif.

WANTED TO BUY

MAIL ORDER BUSINESS. Private individual wishes to diversify. Your reply will be treated with respect and confidence. L. L. Wilkin. Greenfield, Ohio.

Direct Mail directory

LISTINGS ONE LINE PER ISSUE, \$18.00
PER YEAR. UNDER SPECIAL HEADINGS,
\$34.00 PER YEAR.

ADDRESSING
A Five Letter Service, 219 Griggs-Michigan Bldg., Rt. Paul 4, Minn. (MI 6-1405)
Address & Rate Service, 64 W. 23 St., N. Y. 10 (OR 5-2250)
Beckman Addressing Service, 1420 Kings Highway, Brooklyn, N. Y. (BR 2-0679)
Creative Mailing Service, Inc., 140 N. Main, Freeport, N. Y. (FR 2-5231)
Merit Mailers, 30 Sterling Street, East Orange, N. J. (OR 2-3000)
Russer Typing & Mail Serv., 70-01 Queens Bl., Woodside 77, N. Y. (NE 2-7500)

ADDRESSING MACHINES
Addressing Machine & Equip. Co., 325 Broadway, N. Y. 17, N. Y. (HA 2-4709)
Approved Business Machines Co., 19 Hudson St., New York 12, N. Y. (CA 2-6232)
Elliott Addr. Machine Co., 135A Albany St., Cambridge 39, Mass. (TR 2-2929)
Mailers' Equipment Co., 40 W. 15th St., N. Y. 11, N. Y. (CH 2-3442)
Russer & Wallingford, 144 W. Broadway, N. Y. 12, N. Y. (WO 2-4650)

ADDRESSING — TRADE
Metmor Typing Service, 91-71 111th St., Richmond Hill 8, N. Y. (VI 2-5222)
Shapiro Typing Service, 68-11 Roosevelt Ave., Woodside, N. Y. (HI 2-7730)
Russer Typing & Mail Serv., 70-01 Queens Bl., Woodside 77, N. Y. (NE 2-7500)

ADVERTISING AGENCIES
A4 Berthe, P. O. Box 254, North Canton, Ohio (Tel. 9-2552)
American Direct Mail, 1119 N. Venice Blvd., Los Angeles 15, Calif. (DU 2-1202)
Martin Ad Agency (Dir. Mail Ord.) 15 PA E. 40, N.Y.C. 16 (LE 2-4751)

ADVERTISING ART
A. A. Archbold, Publisher, P. O. Box 20746, Los Angeles 6, Calif. (RI 2-0002)
Line Art, 164 East 12th St., N. Y. (MU 2-7274)
Multi Ad Services, 180 Walnut St., Peoria, Illinois
Harry Volk Jr., Art Studio, 1401 N. Main St., Peoria, Ill. (PL 4-0820)

ADVERTISING BOOK MATCHES
Match Corp. of America, 2423-43 48th Pl., Chi. 26, Ill. (VI 2-2244)
Universal Match Corp., 1501 Leavenworth St., St. Louis 8, Mo. (CH 1-3230)

ADVERTISING SPECIALTIES
Chicago Advertising Specialists Co. 2754 W. Irving Park Rd., Chi. 64, Ill. (AT 2-4122)
Gottler-Montano, Inc., Glenndon, Maryland (BRI 2-0420)

ANALYSIS, PLAN, LIST SELECTION, COPY, RESULT EVALUATION
Fro M. Bodin, T. & D. Bodin, 1802 M St., N.W., Wash. 6, D.C. (BK 2-3422)

AUTOMATIC MACHINE-ADDRESSING SERVICE
Merit Mailers, 30 Sterling Street, East Orange, N. J. (OR 2-3000)

AUTOMATIC TYPEWRITING
Carlson Asia, Typewriting Serv., 2744 N. Clark St., Chi. 12, Ill. (EA 2-5436)
Great North Letter Service, 1 Hicks Lane, Great Neck, N. Y. (OR 2-0848)
Westbury Letter Service, 2001 Wellington Court, Westbury, N. Y. (ED 2-2382)

BOOKS
Art & Tech. of Photo Eng. Horan Eng. Co., 44 W. 29, N.Y.C. 1 (MU 2-0245)
Reporter of Direct Mail, 224 7th, Garden City, N. Y.
Cardinal Years, 1.00
Does That Climb Tree, 1.00
How To Get The Right Start In Direct Advertising, 1.50
How To Think About Direct Mail, 1.00
How To Think About Letters, 1.00
How To Think About Readership of Direct Mail, 1.00
How Direct Mail Sales Management, 1.00
How To Think About Membership In Direct Mail, 1.00
How To Think About Mail Order, 1.00
How To Think About Production and Mailing, 1.00
The Plain Jane of Direct Mail Industrial Direct Mail, 3.00

CALENDARS, ART AND BUSINESS
Gottler-Montano, Inc., Glenndon, Maryland (BRI 2-0420)

CATALOG PLANNING
Catalog Planning Co., 101 W. 50th St., N. Y. 19, N. Y. (PL 2-1007)

CHRISTMAS STATIONERY
The Pioniers Company, 207 W. Main St., Arlington, Texas (AR 2-2207)

COLOR CARDS
Shan-Rhon, Inc., 1003 Broadway, New York 26, New York (CH 4-0541)

COPYWRITERS (Free Lance)
Glen L. Anderson, 1442 Hazeltine Ave., Van Nuys, California (ST 2-3247)
Leo P. Butt Jr., 84 E. Jackson Blvd., Chi. 4, Ill. (HA 2-0187)
Orville E. Reed, 100 N. State St., Howell, Mich. (Tel. 35)
O. H. Henson, 1400 Grand, Kansas City 6, Mo. (HA 1-0400)
Alfred Stern, c/o D&H Room 212, 147 W. 42nd St., N. Y. 36, N.Y. (ER 2-8200)

DESIGNERS & PRODUCERS OF STEEL DIE ENGRAVED STATIONERY
The Frankmark Company, 244 Blackhawk Rd., W. Levittown, N. Y. (FW 1-0775)

DIRECT MAIL AGENCIES
Abend Associates, Inc., 601 Madison Ave., N. Y. C. 22, (PL 1-0312)
American Mail Adv. Inc., 610 Newbury St., Boston 15, Mass. (CO 2-7540)
Homer J. Buckley, 100 N. State St., Chi. 5, Ill. (BI 2-3240)
The Buckler Organization, 140 N. Main, Freeport, N. Y. (FR 2-5231)
James Connell & Assoc., 600 Mills Bldg., Wash. 6, D. C. (RT 3-1732)
Dickie-Raymond, Inc., 676 Atlantic Ave., Boston 10, Mass. (CA 2-2280)
Dickie-Raymond, Inc., 325 Park Ave., N. Y. 17, N. Y. (MU 2-4010)
Direct Mail Services, 175 Lenox St., N. Y. C. 17, N. Y. (CA 2-3258)
Duffy & Assoc., Inc., 618 N. 4th St., Milwaukee 2, Wis. (BR 2-7613)
General Office Service, Inc., 227 E. 8th St., N. W. Washington 1, D. C. (NA 2-5348)
Graphic Service, Talbot Building, Dayton 2, Ohio (HE 4-1132)
Frederick E. Gayer, 3123 E. 9th National Bank Bldg., Phila. 7, Pa.
Harrison Services, Inc., 361 Madison Ave., N. Y. 17, N. Y. (MU 2-1030)
Hicks-Murphy Div. of James Gray, Inc., 216 E. 55th St., N. Y. C. 17 (MU 2-0000)
John M. Lord & Co., 11 Hudson St., Boston 8, Mass. (LA 2-6145)
Merit Mailers, 30 Sterling Street, East Orange, N. J. (OR 2-3000)
The Horace H. Nahn Company, 352 Fourth Ave., N. Y. 10, N. Y. (LE 2-6102)
R. L. Poth & Co., 431 Howard St., Detroit 31, Mich. (WO 1-0470)
Rapp-O Products Co., Central Park W., N. Y. 23, N. Y. (CO 2-0119)

Responds-Letter, 111 W. Bannockburn St., Chicago 7, Ill. (MO 2-9972)
Responds-Letter, 326 Fifth Avenue, New York 36, N. Y. (MU 2-4350)
Richardson-Brown Inc., 1555 W. McNichols Rd., Detroit 25, Mich. (BR 2-3055)
Maxwell Barkheim & Co. Inc., 545 Madison Ave., N. Y. 22, N. Y. (PL 1-3151)
Baker Letters, Inc., 182 W. 23rd St., N. Y. C. (WA 2-3660)
Bande Books & Co. Inc., 91 7th Ave., N. Y. C. 11 (WA 4-1551)
J. B. Sands & Company, 10 Brighton Ave., Boston 24, Mass. (BT 2-8947)
The Smith Company, 67 Beale St., San Francisco, Calif. (BU 1-6244)
Lloyd F. Wood Associates, 1640 Wisc. Ave., N. W., Wash. 7, D. C. (EO 2-9442)

DIRECT MAIL CONSULTANTS
James Connell & Assoc., 600 Mills Bldg., Wash. 6, D. C. (RT 3-1732)
Lawrence Lewis & Assoc., 175 5th Ave., N. Y. 10, N. Y. (OR 2-0848)
Peter L. Shusort, 2300 W. Pine Blvd., L. A. 6, Calif. (DU 2-5431)
William R. Smith, 23 Doran Road, Darien, Conn. (DA 2-4197)

DIRECT MAIL EQUIPMENT
American Auto Typewriter Co., 2322 N. Paulina St., Chicago 30, Ill. (EV 5151)
B. H. Bunn Co., 7005 S. Vincennes Ave., Chicago 30, Ill. (MU 2-4450)
Cheshire Mailing Machines Inc., 1044 N. Honore St., Chicago 27, Illinois
C. C. Canhead Co., 738 Freighthouse Ave., Newark 5, N. J. (BI 2-3600)
Davidson Corp., 29 Ryerson St., Milwau. 5, N. Y. (TU 2-9670)
A. B. Dink Co., 5700 W. Touhy Ave., Chi. 31, Ill. (RO 3-1800)
Feline Typing Machine Co., 3351 N. 25th St., Milwaukee 16, Wis. (HI 2-7121)
Marlin Yale, Inc., 2100 W. Fulton St., Chicago 12, Ill.
National Bundle Type Co., 1115 Highland, Michigan (HI. 167)
Pitney-Bowes, Inc., Stamford, Conn. (48-2021)
Robotyp Corporation, 2 Park Ave., New York 16, N. Y. (MU 2-6000)
Scriptomatic Inc., 216 N. 11th St., Phila. 7, Pa. (WA 2-4213)
Seal-O-Matic Machine Mfg. Co., 145 Hudson St., N.Y.C. (WA 5-0000)

DIRECT MAIL PRE-TESTING — 4 COLOR PROCESS
Kremer Color Process, 55 East 19th St., N. Y. 2, N. Y. (AL 4-5302)

DIRECT MAIL SUPPLIES
Fragrance Process Co., 73 Sullivan Street, N. Y. 13, N. Y. (MO 2-1502)
Lee Products Company, 2742 S. Lyndale, Minneapolis 5, Minnesota (RE 5-0600)

ELLIOTT STENCIL CUTTING
Address-O-Rite Stencil & Mach. Co., Inc. 54 W. 23 St., N.Y.C. 19 (OR 5-2240)
Clear Cut Duplicating Co., 149 Broadway, N. Y. 5, N. Y. (CO 2-3247)
Creative Mailing Service, 400 N. Main St., Freeport, N. Y. (FR 2-4830)
Elliott Addressing Mach. Co., 117 Leonard St., N. Y. 13 (WA 5-1271)
Seaman Direct Mail Service, Gloucester, Mass. (2-12-1)

ENVELOPES
American Envelope Mfg. Corp., 60 Beckman St., N. Y. 38, N. Y. (WO 2-5440)
The American Paper Products Co., East Liverpool, O. (FU 2-4240)
Atlanta Envelope Co., P. O. Box 1267, Atlanta 1, Ga. (TA 2-3848)
Burlin & Jones, 601 2nd St., N. Y. C. 1 (WA 4-4400)
The Busine Envelope Co., 307 High St., Dedham, Mass. (FA 5-6700)
Columbia Envelope Co., 3015 N. Hawthorne, Melrose Park, Ill. (ES 2-6214)
Samuel Cupples Envelope Co., 500 Furman St., Brooklyn 2, N. Y. (TH 2-6235)
Cupples-Hesse Corp., 1421 Kensington Way, Des Moines 14, Iowa (AT 2-5727)
Cupples-Hesse Corp., 3633 Michigan Ave., Detroit 10, Mich. (TA 2-7300)
Cupples-Hesse Corp., 4175 N. Kinrossway, St. Louis 15, Mo. (EV 2-7000)
Curtis 1600 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Detroit Toller Envelope Co., 2130 Howard St., Detroit 16, Mich. (TA 2-7300)
Garden City Envelope Co., 3801 N. Rockwell St., Chi. 18, Ill. (CO 2-3600)
Glen-O'Hara Envelope Co., 380 N. Sacramento Blvd., Chi. 13, Ill. (WE 2-1200)
The Gray Envelope Mfg. Co., 55 13th St., Brooklyn 12, N. Y. (RT 2-2000)
Hess Envelope Co., 4000 Cortland St., Chi. 30, Ill. (CA 2-2400)
Quality Park Envelope Company, 3520 Como Ave., St. Paul 1, Minnesota
Rochester Envelope Co., 73 Clinton St., Rochester 16, N. Y. (TH 2-4644)
The Standard Envelope Co., 1000 E. 20th St., Cleveland 14, Ohio (TR 1-5000)
Tension Envelope Corp., 19th & Campbell Sts., Kansas City, Mo. (HA 1-0092)
Tension Envelope Corp., 522 Fifth Ave., N. Y. 28, N. Y. (MU 2-4444)
Trans Envelope Co., 2541 N. Kimball Ave., Chicago 18, Ill. (RE 2-6014)
Trans Envelope Co., 32 Madison St., Jersey City, N. J. (HA 1-1507)
United States Envelope Co., 180 Lexington Ave., N. Y. 17, N. Y. (PL 2-5516)
United States Envelope Co., 217 Broadway, N. Y. 1, N. Y. (RE 2-5700)
Wolf Detroit Envelope Co., 14760 Dexter Blvd., Detroit 22, Mich. (DI 1-2221)

ENVELOPE SPECIALTIES
The Connolly Organization, Inc., 101 1st Ave., Phila. 7, Pa. (MA 2-0123)
Curtis 1600 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Du-Flet Envelope Corp., 2028 Franklin Blvd., Chi. 19, Ill. (WE 2-1200)
Garden City Envelope Co., 3801 N. Rockwell St., Chi. 18, Ill. (CO 2-3600)
Hess Envelope Co., 4000 Cortland St., Chi. 30, Ill. (CA 2-2400)
The Rawdon Company, Inc., 180 Lexington Ave., N. Y. 17, N. Y. (PL 2-5516)
Tension Envelope Co., 19th & Campbell Sts., Kansas City 8, Mo. (HA 1-0092)
The Wolf Envelope Co., 1749 E. 21st St., Cleveland 1, Ohio (TR 1-4470)

FOREIGN MAILINGS
Bande Books & Co. Inc., 91 7th Ave., N. Y. C. 11 (WA 4-1551)
The Missing Link, Inc., 200 E. 42nd St., N. Y. C. 17 (WA 2-3660)
Henry Webel & Associates, Thornycroft, Scarsdale, N. Y.

PRINTERS — SALES LITERATURE
Merit Mailers, 30 Sterling Street, East Orange, N. J. (OR 2-3000)

INSERTING SERVICE — AUTOMATIC MACHINE
Automatic Mailing Service Inc., 500 Belmont Ave., Newark 5, N. J. (TA 4-0801)
Bounded-Nationwide, 170 4th Ave., Brooklyn 22, N. Y. (RE 2-4419)
Caden Service Corp., 37 East 13th St., N. Y. C. 17, N. Y. (CA 2-0109)
Crumley Advertising Service, 1110 N. Hill, N. Y. C. 17, N. Y. (CA 2-7300)
Gile Letter Service, 123 Third Ave., South, Minneapolis 2, Minn. (VE 2-0171)
Inserting & Mailing Corp., 3 Broadway, N. Y. 4, N. Y. (WH 4-3733)
Mailman Incorporated, 37 Cottage Bldg., Glen Cove, N. Y. (OR 2-0400)
Merit Mailers, 30 Sterling Street, East Orange, N. J. (OR 2-3000)
Russon Advertising, 1430 Grand, Kansas City 6, Mo. (HA 1-0400)
West. Emp. Dir. Adv. Co., 612 Howard St., San Francisco 6, Calif. (SA 1-0500)

INVISIBLE INK LETTERS & POST CARDS

Hande Roche Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1531)
LABEL PASTERS
 Paderine Machine Co. 121 North St., Teaneck, N. J. (HA 9-1931)
LABELS
 Allen Hollander Co., Inc. 303 Gerard Ave., N. Y. 31, N. Y. (MO 5-1818)
 Isomism Mfg. Co. Framingham, Mass. (TH 3-2311)
 Gureks Specialty Printing Co. 324 Elm St., Boston 2, Pa. (TH 3-2923)
 Penny Label Co. 9 Murray St., N. Y. 7, N. Y. (HA 7-7771)
 Tompkins Label Service 1818 Walnut St., Philadelphia 2, Pa. (PE 5-0099)

LETTER GADGETS

Hewitt Co. 43 W. 43rd St., N. Y. 36, N. Y. (JU 2-3186)
 Robert Strach & Co. 111 W. Jackson Blvd., Chicago 4, Ill. (WA 2-1081)

LETTERHEADS

Brommer, Inc. 1910 Jefferson Ave., Memphis, Tenn. (BB 2-335)
 Harner Engraving & Printing Co. 283 E. Spring, Columbus 13, O. (AD 4-057)
 Woodbury & Co., Inc. Chadwell Square, Worcester 3, Mass. (PL 4-1121)

LETTERS

Responda-Letter 411 S. Benjamin St., Chicago 7, Ill. (MO 6-2878)
 Responda-Letter 320 Fifth Avenue, New York 20, N. Y. (MU 7-6532)

MAIL ADVERTISING SERVICES (Lettershops)

CHICAGO
 Lefebvre & Co., Inc. 220 N. Dearborn St., (10) (BU 7-1722)
 Lefebvre & Co., Inc. 220 N. Dearborn St., (10) (BU 7-1722)
 The Hylander Co. 216 W. Jackson Blvd., (10) (PB 3-3938)

CLEVELAND
 Cleveland Letter Serv., Inc. 740 W. Superior, (12) (BU 1-4340)

COLUMBUS
 W. A. Storing 220 N. 4th St., (13) (CA 8-3741)

DETROIT
 Advertising Letter Service 2920 Jefferson East, (7) (LA 7-9335)
 Curtis & Bargin 6th Floor-Macquette Bldg., (20) (WO 3-0546)
 R. L. Palk & Co. 631 Howard St., (12) (WO 1-0419)

EAST ORANGE, NEW JERSEY
 Merit Mailers 25 Sterling Street (OH 2-3999)

HOUSTON
 Premier Printing & Letter Serv. 628 Texas Ave., (2) (CA 7-4145)

KANSAS CITY
 Husham Advertising 1420 Grand (5) (HA 1-4400)

LOS ANGELES
 Kropp & Billing Serv. 2304 W. Pico Blvd., (6) (DU 5-5421)

MARION, OHIO
 Fulfillment Corp. of America 381 W. Center St., (Tel: 3-1187)

MINNEAPOLIS
 Little Letter Service 722 Third Ave. So., (2) (FE 3-3471)

MONTREAL, CANADA
 Commercial Letter & Litho Inc. 330 St. James St. West (AV 8-0207)

NEWARK, NEW JERSEY
 Automatic Billing Service Inc. 500 Belmont Ave., (2) (TA 4-0801)

NEW YORK CITY
 Advertisers Mailing Serv., Inc. 43 W. 18th St., (AL 5-4309)
 Ambrosia Letter Serv. Co. 11 State St., (1) (HA 3-0607)
 Bennett Mail Sales Serv., Inc. 228 E. 43rd St., (17) (MU 7-8330)
 Cardinal Direct Mail Corp. 3 Broadway, (1) (WH 4-3722)
 Century Letter Co., Inc. 48 E. 21st St., (10) (AL 4-8309)
 Mary Ellen Clancy Co. 230 Park Ave., (17) (TU 6-1823)
 Coupon Service Corp. 37 East 18th St., (OR 3-4100)
 Ellis Letter Co., Inc. 11 W. 32nd St., (1) (PE 6-1402)
 Mailgraph Co., Inc. 20 Water St., (1) (HO 9-7777)
 The St. John Assoc. Inc. 75 W. 45th St., (20) (AT 2-3344)
 Tyne Letter Serv. Corp. 43 East 18th St., (3) (AL 4-0174)

PHILADELPHIA
 Connolly Organization, Inc. 1010 Arch St., (7) (MA 7-8123)
 Woodington Mail Advertising Serv. 1304 Arch St., (7) (RI 6-1849)

PITTSBURGH
 Advertisers Associates Inc. 1827 Penn. Ave., (22) (AT 1-6114)

ROCHESTER
 Auer & Birch 15 South Ave., (10) (BA 5-0300)

SAN FRANCISCO
 The Letter Shop 67 Beale St., (BU 1-6384)

WASHINGTON, D. C.
 General Office Serv. Inc. 527 6th St., N. W. (NA 8-3348)

WESTFIELD, NEW JERSEY
 Union County Business Bureau 7 Elm St. (WE 2-8222)

MAILING LISTS - BROKERS

Archer-Bennett List Service, Inc. 146 W. 55th St., N. Y. 19, N. Y. (JU 2-2788)
 Barbara H. Beynon & Staff 444 Market St., San Francisco 11, Cal. (TU 4-2379)
 George H. Bryant Co. 595 Madison Ave., N. Y. 17, N. Y. (MU 2-2631)
 George H. Bryant Co. 75 E. Wacker Dr., Chi., Ill. (ST 3-3686)
 The Cardfile Co. 6 East 22nd St., N. Y. 10, N. Y. (AL 4-8875)
 Dependable Mailing Lists Inc. 381 4th Ave., N. Y. 10, N. Y. (MU 4-4001)
 Walter Drey, Inc. 333 N. Michigan Ave., Chi., Ill. (PT 6-4180)
 Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OR 4-7881)
 Dunhill Int'l List Co., Inc. 25 East Washington St., Chicago 2, Ill. (DR 2-3689)
 Guild Co. 100 Eagle St., Englewood, N. J. (BB 9-0461)
 Lewis Kinsler Co. 25 W. 45th St., N. Y. 18, N. Y. (JU 2-6030)
 Willis Madden, Inc. 215 4th Ave., N. Y. 10, N. Y. (RP 7-7400)
 Mosely Mail Order List Serv. 38 Newbury St., Boston 18, Mass. (CO 6-3380)
 Names Unlimited Inc. 302 Fourth Ave., N. Y. 10, N. Y. (MU 6-2454)
 D. L. Nativick Co. 138 W. 22nd St., N. Y. 10, N. Y. (CO 5-8614)
 People in Places, Inc. 147 East 33rd St., N. Y. 10, N. Y. (LE 2-3956)
 Planned Circulation 10 West 40th St., N. Y. 18, N. Y. (MU 7-4158)
 Rosham Advertising 1400 Grand, Kansas City 6, Mo. (HA 1-4400)
 Sanford Evans & Co., Ltd. 165 McMillan Ave., Winnipeg 1, Canada. (W2-2151)
 William Stroth, Jr. 548-570 54th St., West New York, N. J. (UN 4-4000)
 James E. True Assoc. 419 4th Ave., N. Y. 16, N. Y. (MU 9-0050)
 World Wide Services 320 5th Ave., New York 20, N. Y. (MU 2-5844)

MAILING LISTS - BY SUBJECT

FOR LIST SOURCE: COMPARE NAME IN PARENTHESES WITH LISTING BELOW OF COMPILERS & OWNERS

Direct Mail Users 18,500 (Reporter of DSM)
 Log Owners List 2,000,000 (Western Empire)
 "Occupant Mailing List" (Occupant Mailings List of America, Inc.)
 Pet shops, 4000; Pet supply, 150; Cat breeders, 500 (All-Pets)

MAILING LISTS - COMPILERS & OWNERS

Active Equipment Supply 1200 Jericho Tp., New Hyde Park, N.Y. (FI 3-4707)
 Albert Mailing Lists 120 Liberty St., N. Y. 6, N. Y. (RE 2-7573)
 Allison Mailing Lists Corp. 306 Lexington Ave., N. Y. 17, N. Y. (TE 3-8430)
 All-Pets Magazine, Inc. 300 E. 15th St., New York 10, N. Y. (AL 4-8875)
 Associated Advertising Service 619 Willow St., Port Huron, Mich. (TU 5-7778)
 Automotive Registrations, Inc. 17 West 45th St., N. Y. 36, N. Y. (JU 2-3666)
 Barliner Mailing Lists, Inc. 684 Broadway, N. Y. 12, N. Y. (OH 3-7530)
 Bodine's of Baltimore 381 E. Preston St., Baltimore 2, Md. (VE 7-0400)
 Bookbuyers Lists 382 Broadway, N. Y. 13, N. Y. (WO 4-5871)
 Burd's City Dispatch, Inc. 328 E. 23rd St., N. Y. 10, N. Y. (FI 9-3234)
 Buckley-Demore 305 W. Jackson St., Chicago 6, Ill. (HA 7-3983)
 Catholic Lady Bureau 48 West 45th St., N. Y. 36, N. Y. (CO 5-4408)
 Creative Mailing Service 400 N. Main St., Freeport, N. Y. (FR 8-4830)
 Walter Drey, Inc. 333 N. Michigan Ave., Chi., Ill. (PT 6-4180)
 Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OR 4-7881)
 Dunhill International List Co., Inc. 265 Fifth Ave., N.Y.C. 17 (PL 2-0832)

Drumcliff Advertising Service Hilton Rd., Tawam 6, Md. (VA 3-7290)
 Educational Edits Company 17 East 22nd St., N. Y. (AL 4-0300)
 E-Z Addressing Serv. 83 W. 43rd St., N. Y. 36, N. Y. (HA 2-4207)
 Fritz S. Hufschmidt 28 E. 22nd St., N. Y. 10, N. Y. (MU 4-0420)
 Industrial List Bureau Webster, Mass. (WE 2-000)
 Industrial Machinery News 1614 Wyoming Ave., Detroit 21, Mich. (DI 1-2638)
 Mailmen Incorporation 37 Cottage Road, Glen Cove, N. Y. (OR 6-4400)
 Manpower, Inc. 230 W. Kilbourn Ave., Milwaukee 2, Wis. (MM 2-0000)
 Market Compilation Bur. 11034 Ventura Blvd., Hollywood, Cal. (BT 7-2400)
 Merit Mailers 25 Sterling Street, East Orange, N. J. (OH 2-3999)
 Montgomery Engineering Co. 6200 - 12th St., Detroit 8, Mich. (TR 4-0000)
 Noble's List 135 East 30th St., New York 16, N. Y. (LE 2-0021)
 Occupant Mail Lists of Amer., Inc. 230 N. 4th, Columbus 15, O. (CA 8-3741)
 Official Catholic Directory 17 Barclay St., N. Y. 6, N. Y. (HA 7-2000)
 Palmer List 232 Grand Concourse, N. Y. 17, N. Y. (HA 2-7400)
 Paramount Mailing Lists 77-10 138th St., Flushing 67, N. Y. (JA 4-0472)
 R. L. Palk & Co. 431 Howard St., Detroit 31, Mich. (VO 1-0419)
 V. S. Poston, Inc. 44 Honeck St., Englewood, N. J. (MU 7-3311)
 Precision Equipment Co. 3716 Milwaukee Ave., Chi 41, Ill. (AV 3-3233)
 S. L. Rashmit 11034 Ventura Blvd., Hollywood, Calif. (BT 7-2400)
 Reporter of Direct Mail Ad. 224 7th St., Garden City, N. Y. (PI 6-1827)
 Select List Company 457 N. Robertson Blvd., Beverly Hills, Cal. (CB 4-7823)
 The Speed Address Co. 48-01 42nd St., Long Island City 4, N. Y. (NY 4-0822)
 William Stroth, Jr. 548-570 54th St., West New York, N. J. (UN 4-4000)
 Zeller and Lettice, Inc. 15 East 30th St., N. Y. 10, N. Y. (MU 5-6278)

MAIL ORDER AGENCIES

James Connell & Assoc. 600 Mills Bldg., Wash. 6, D. C. (BT 3-1720)
 Sparks Advertising Agency P. O. Box 211, Brownsville, Texas (BB23)

MAIL ORDER CONSULTANT

James Connell & Assoc. 600 Mills Bldg., Wash. 6, D. C. (BT 3-1720)
 Herbert L. Kellner & Associates, 431 N. Wabash Ave., Chicago 5, Ill. (HA 7-6144)
 Whit Northmore Schultz 1115 Old Elm Lane, Glenview, Ill. (VE 5-8123)

MANUFACTURERS-ADDRESSING MACHINES & ACCESSORIES

Pollard-Ailing Mfg. Co. 270 W. 19th St., N. Y. 13, N. Y. (CH 3-0093)

WATCHED STATIONERY

Tension Envelope Corp. 19th & Campbell Sts., Kansas City, Mo. (HA 1-0003)

MERCHANDISE FOR DIRECT MAIL

Shan Ashland Inc. 1000 N. Dearborn St., Chicago 14, Ill. (DE 7-0717)

MIMOGRAPH MACHINE

Addressing Machine & Equip. Co. 326 Broadway, N. Y. 1, N. Y. (HA 2-0700)

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co. 18 N. Wells St., Chi. 6, Ill. (ST 7-0000)
 Mack Type Co., Inc. 85 Fulton St., N. Y. 1, N. Y. (DR 2-1467)

OCCUPANT MAILING LISTS-LOCAL & NATIONAL

Merit Mailers 25 Sterling St., East Orange, N. J. (OH 2-3999)
 West. Emp. Dir. Ad. Co. 612 Howard St., San Francisco 5, Cal. (CA 4-8300)

OFFSET - MIMOGRAPHING

Society Letter Service 7 East 2nd St., N. Y. 10, N. Y. (MU 2-3377)

OFFSET PLATES

Aerplate Corp. Morris Ave. & Weaver St., Summit, N. J. (CR 3-2300)

PACKAGING

Coupon Service Corp. 27 East 18th St., N. Y. 3, N. Y. (OH 2-0100)
 Merit Mailers 25 Sterling Street, East Orange, N. J. (OH 2-3999)

PAPER MANUFACTURERS

Appleton Coated Paper Co. 1250 N. State St., Appleton, Wis. (41454)
 Byron Weston Company 1000 N. Dearborn St., Chicago 14, Ill. (DE 7-0717)
 Curtis Paper Company Newburg, Delaware (NE 9-8551)
 Eastern Corporation Bangor, Maine (Tel: 8221)
 Fraser Paper, Limited 420 Lexington Ave., N. Y. 17, N. Y. (MU 7-3500)
 W. C. Hamilton & Sons Miquon, Pa. (IV 3-1000)
 Hammermill Paper Co. Erie, Pa. (Tel: 4-7101)
 Howard Paper Mills, Inc. Midland Bldg., Dayton 2, Ohio
 International Paper Co., Inc. 228 E. 42nd St., N. Y. 17, N. Y. (MU 7-3500)
 Kimberly-Clark Corporation Nesham, Wisconsin (PA 2-3311)
 Mead Paper, Inc. 119 West First Street, Dayton 2, Ohio
 Moham Paper Company Newark, Wis. (Tel: 5-1521)
 Nesham Paper Co. Port Edwards, Wis. (Tel: 3111)
 Peninsular Paper Co. Wyandotte, Mich. (HU 2-3600)
 Rex Paper Co. Richmond 20, Mich. (Tel: 2-0151)
 Steiner Paper Co. Hingham, Mass. (Ho 47)
 The Borg Paper Company Middletown, Ohio

PAPER MERCHANT

Moner Paper Co. 321 Plymouth Court, Chi. 5, Ill. (WA 9-0710)

PACKET POST MAILING

Corrugated Paper Products Inc., 2223 Union Ave., Brooklyn 14, N. Y. (EM 7-0112)

PERSONALIZED GIANT GRAMS

Hande Roche & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)

PHOTO ENGRAVERS

Horan Engraving Co., Inc. 44 W. 23rd St., New York 1, N. Y. (MU 9-0500)

PHOTO REPORTING

Rickles Photo-Reporting Serv. 20 Park Pl., Newark, N. J. (MA 2-2000)

POST CARDS

Rowe Litho, Inc. 52 East 19th St., N. Y. 2, N. Y. (AL 4-2502)
 "Postchrome-r, by Colourpicture Publishers
 200 Newbury St., Boston 15, Mass. (CO 7-7500)

PRINTING - OFFSET LITHOGRAPHY

Rowe Litho, Inc. 52 East 19th St., N. Y. 2, N. Y. (AL 4-2502)
 Hande Roche & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)

PRINTERS - LETTERPRESS & LITHOGRAPHY

Merit Mailers 25 Sterling Street, East Orange, N. Y. (OH 2-3999)
 Paradise Printers 130 Lafayette St., Paradise, Pa. (OV 7-3000)
 "Paper Press, Inc. 130 Lafayette St., N. Y. 15, N. Y. (CA 6-4561)

SALES PROMOTION COUNSEL

James Connell & Assoc. 600 Mills Bldg., Wash. 6, D. C. (BT 3-1720)
 Martin Ad Agency (Mail Order) 15 FB E. 60, N. Y. C. 16 (LE 2-0731)

SEASONAL STATIONERY

Arthur Thompson & Co. 109 Market Pl., Baltimore 2, Md. (PS 3-4000)

SUBSCRIPTION FULFILLMENT SERVICE

Fulfillment Corp. of America, 281 W. Center St., Marion 0, (Tel: 3-1187)
 Globe Fulfillment Corporation, 140 W. 23rd St., N. Y. C. 11 (OH 2-4000)
 Merit Mailers 25 Sterling Street, East Orange, N. J. (OH 2-3999)

SYNDICATED HOUSE MAGAZINES

The William Feather Co. 2900 Clinton Rd., Cleveland 9, O. (AT 1-4122)

TRADE ASSOCIATIONS

Direct Mail Advertising Assn. 3 E. 57th St., N. Y. C. 22 (MU 8-7348)
 MABA International 18120 James Cassman, Detroit 25, Mich. (TN 4-2555)
 Nat'l Council of Mail List Brokers, 55 W. 42nd St., N. Y. 36, N. Y. (PE 6-0010)

TYPOGRAPHERS

Rapid Typographers, Inc. 205 East 45th St., N. Y. 17, N. Y. (MU 8-2445)

VANITYPRINTS AND TYPE FONTS

The Adams Co. 654 Broadway, N. Y. 12, N. Y. (AL 6-3230)



Can you see your company image in your present letterhead paper?

Public relations starts with your letterhead—your most frequently used means of communication. Are you satisfied that yours truly reflects the integrity and position of your company?

New brighter, whiter WESTON BOND excels in brightness, whiteness, opacity, texture and finish... in every way except in cost. Your letters will look cleaner, neater, more impressive against the background of its brilliant whiteness and cotton content quality.

Ask your printer to use brighter, whiter WESTON BOND on your next lot of letterheads... or write for sample book and make your own comparison. Address Dept. DM. Byron Weston Company, Dalton, Massachusetts. *Makers of Fine Papers for Business Records Since 1863.*



Brighter, whiter
WESTON BOND
Cotton Fibre Quality Letterhead Paper

pamphlet. These pamphlets have been distributed to a large list of college president and alumni secretaries... but more are available. If you will write to Ernest T. Stewart, Executive Director of American Alumni Council, 1735 Massachusetts Ave., N.W., Washington 6, D. C. . . he will send you one.

But Ernie makes one stipulation. Last time *The Reporter* mentioned one of his releases . . . he was swamped with requests. Too many for his office to handle. So . . . send him a self addressed envelope with a 6¢ stamp on it. You'll like these fund raising letters. Lots of swing and breezy conversation. Shows that erudite humor has a place even in educational campaigns. Also drives home a lesson that good direct mail does not need to be fancy and expensive in order to be effective. ●

ANSWER TO QUIZ OF THE MONTH

Here are the descriptions of jargon words or phrases used by postal employees. (From always-interesting *Curtis Courier*, h.m. of Curtis 1000 Inc., Hartford, Conn. Edited by Thomas Dreier.):

"NIXIE"—A piece of mail that can't be delivered because the address is incorrect, illegible, or insufficient.

"BUM"—An empty mail sack or pouch.

"BALLOON"—A huge sack or pouch of mail.

A "HYPO"—One of the highway post offices (on specially adapted buses) which provide modern mail service.

"HOT MAIL"—Mail entitled to preferential service, such as a special delivery letter.

"HASH"—Mail—A small miscellaneous assortment of mail that does not have to go out immediately in order to make connections.

A "JACKPOT"—Mail for which a clerk does not immediately have room in his case and which he masses together in a box or sack for later distribution as soon as space is available.

"KILLING A POUCH"—Intercepting the mail pouch, opening it and resorting the contents, to advance delivery.

"KILLER BAR"—Bars or lines within a post-marking stamp.

"RED"—A piece of registered mail (a term which originated when registered mail was dispatched in red-striped pouches).

"RED MAN"—A registry clerk, while a "RED RUN" is the work assignment of an employee who handles registered mail.

"SCHEME"—A guide or set of instructions for the proper distribution of mail.

"SLUGS"—Unusually large pieces of first-class mail.

"VICE"—Used to mean "in place of." For example, it may be used when one employee takes the place of another on a work assignment—such as "Substitute Tom Brown will run vice (in place of) clerk Smith.

"X-MAN"—A clerk designated by a postal supervisor to examine a mail car on a railroad before it is vacated by postal personnel to make sure no mail has been left behind.

"X-POUCH"—The last pouch in a series of mail pouches being handled.

FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that
with visitors to the Editor of *The Reporter*

THE FUROR OVER A BOOK and a motion picture . . . leaves us cold on the frontporch. *Baby Doll* has stirred up more fuss than any other picture in recent years. Of course, the fuss was sensationalized down here because heroine, Carroll Baker, was a St. Petersburg Charm School gal. We've read the script and have seen the movie. Just a high-pitched melodrama of a sordid slice of life. Powerfully done. It isn't nearly as bad as *Tobacco Road*, *Street Car Named Desire*, parts of the *Ten Commandments* . . . or sections of the *Bible*, for that matter. Censorship is a dangerous thing. In this case . . . it backfired. Writers throughout the ages have painted verbal pictures of various segments of life. Some sordid. If the writers want to write, and the public wants to read or view, who is to be the judge . . . except the public. If the public isn't entertained or if good taste is offended . . . the "work of art" will sink to obscurity.

Same thing applies to the book *Pitchman* by Robin Moore (published by Coward-McCann, Inc., New York. Price, \$3.95). The advertising trade papers have been howling bloody murder . . . claiming the book was another attack on the integrity, morals and competence of advertising people. The hullabaloo caused me to order and read the book. Author Moore simply reached back into his experiences during the early days of radio and television and painted a humorous and relaxing type of "escape novel" which both condemns and praises the characters he created. As for attacking all advertising . . . that's nonsense. Some of the experiences are not pleasant . . . but there are unpleasant experiences in all stories of life.

SAD NEWS FROM TORONTO . . . announcing the sudden death on February 6 of George Franklin. He was responsible for many outstanding Canadian direct mail masterpieces. Last time I saw his friendly face . . . he was helping me through a hassle with persnickity U. S. Customs Inspectors to catch an already late plane for New York. Also sad . . . the sudden death (at his desk) of Carl Richardson, United Business Service, Boston, on February 14. Carl was most active in DMAA affairs. He was our cover subject for January 1955 issue, deserving a salute for sparkplugging the idea for the new and now standard Postal Manual. Front porch visitors also sympathized with well-known Helen Tarbox who lost her 15-year-old son on February 10th.

INTERESTING LETTERS FROM MANY OF YOU have been passed around to visitors on the front porch . . . particularly those commenting on the controversy stirred up by our original item about the Supreme Court decisions on segregation; with additional observations on the impossibility of writing good copy by those who are violently prejudiced against some segment of the population. I can appreciate why some of you do not want to get your names involved. I believe, too, that good salesmen should not

wear badges. But it's good to know how many fair-minded thinkers there are in this direct mail fraternity . . . those who resent man's inhumanity to fellow men.

One most encouraging comment came from a college professor who is now using parts of *Scuttlebutt* in his advertising and English classes. He says, in part:

Heary, your out-spokenness on the segregation question furnishes me with a strong point for discussion not only with my classes but also with some of my fellow teachers. Of course, you know the criticisms levelled at advertising; and you no doubt are aware that we who include advertising in our courses are frequently taken to task because of "the lack of ethics in advertising." Now, to have you speak up for justice and right on such a vital question, on which no few *Reporter* subscribers probably do not concur with you, says plenty for the ethics of one advertising organ's personnel at least. I admire your courage and agree with your principles.

IN SPITE OF FAIR-MINDED ATTITUDES, the hound dogs of hate are feeding their stuff into the printing presses. We hear Joe Kamp, of prewar propaganda fame (?), is at it again from some spot in Connecticut . . . fanning the racial flames. He is now "protecting" the south from communism (selling his pamphlets, of course). Benjamin Freedman is now grinding out a monthly *Fact for Fact* sheet which is a garbled mess of anti-Semitism cloaked as coming from a Foundation for Advanced Research Analysis.

A Denver DAR blew up an interracial storm, which received national editorial attention, when she protested against a boy of Mexican parentage carrying an American flag in a school parade. She was fired from her committee, but parade had to be cancelled.

An exclusive women's club in St. Petersburg was forced to cancel a speaking engagement for a famous professor because of pressure brought by Americanism Committee of local American Legion. All this fuss over some youthful associations of a now strong anti-communist. Thank fortune, most of the newspapers are courageous enough to expose and editorialize on these disgusting cases of prejudice gone hog-wild.

I still stick to the original point: You can't write good selling copy if you are violently prejudiced against any segment of humanity. If you want to sell people . . . you've got to like 'em, understand them, accept them. I believe that advertising people, with all their tools for molding opinions, should try to stem the tide of intolerance, prejudice, racial and religious hatreds. It's the only way to make true democracy work.

ONE PROBLEM has popped up too frequently lately . . . and it can't be discussed openly in print. That is, we cannot reveal confidential details, names, etc. But a number of advertising managers have been in trouble recently . . . trying to justify their direct mail expenditure with a new top-level financial management. Seems like lots of companies today are going through a new cycle of manage-

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ment changes . . . and too often the new brains want to dump abruptly all the tried and true devices for keeping customers sold. In one recent case, there is the open threat that all direct mail should be dropped . . . the money saved to be used for employing additional salesmen. The present salesmen have been successful because of the noteworthy and consistent preapproach selling of informative direct mail. These advertising managers come to us for help. What can we give them to convince the new top management? A hard nut to crack. All we can recommend is the series of past studies appearing in *The Reporter* (now in pamphlet form). But it's hard to get top management to take a course in direct mail. Some of the blame rests on the shoulders of the advertising managers themselves. We've been harping on it for years. You don't protect yourself and your job by keeping a running record of your achievements. Every detail. Even though you didn't want to enter the annual DMAA Leaders Contest, you should make up a yearly portfolio showing everything that has been used, why used, what results (even though the results may be simple testimonials). In other words, make your direct mail efforts into a personal contest. Be prepared to show top management (old or new) exactly what you have done in A-B-C fashion. If any of you Scuttlebutters have any ideas on this problem . . . send them along. We'll protect names when requested.

THE ANSWER IS NO! Remember, we were trying to induce the Post Office Department to change handling of Form 3547 . . . allowing clerks to indicate, where there's a new post office box, that firm itself is still in same location; then allow mailer to put both street and P. O. Box number on address plate . . . thus making proofs of plates usable by salesmen for followup. But Post Office says it would cause too much confusion. Sorry, you folks, we tried.

THANK YOU ALL who responded to item in January Scuttlebutt . . . asking that our name and Clearwater address be added to your mailing list. Those who didn't take action are hereby requested (urgently) to do so. Lots of helpful items (present and future) have been uncovered by this new supply of selling mail. To tell the simple truth . . . we've learned a lot about many things just by a careful reading of the copy.

For instance . . . a mailing from Stroblite Company, 75 W. 45th St., New York 36, N. Y., informed us all about how this invisible makeup stuff in liquids, chalks and crayons with UV blacklight, is being used for sales presentations, magic stunts, as well as in the entertainment world. Idea is being presented very effectively by direct mail.

In other words, we want to see what all of you are doing in the mails. Provides endless conversation on the Front Porch. Sometimes with unexpected results.

BOB CRAMER OF OZARK FISHERIES, INC., Stoutland, Missouri . . . in writing about our story of his new fish-shipping container (January 1957 *Reporter*, page 40) told a story which should be passed along. There had been a number of local highway accidents involving young people. In one tragic case, eight youngsters in a pickup truck were injured. One died. Among the parents of injured, there was considerable condemnation of the driver, who survived. Bob remembered Jack Carr's statement to

the coroner's jury at time of the death of his oldest daughter, Carolyn. Dug it out of his files and read it to the parents. Condemnation stopped. So Bob sent the Jack Carr story to his friend, Hugh Waggoner, Superintendent of the Missouri Highway Patrol. Hugh thought it the best description of our problems today . . . so he is reading Jack's statement in his speeches to PTA and other groups throughout the state.

For those who are not acquainted with the story, we'll repeat it from the January 1939 issue of *The Reporter*, and from my introduction to Jack Carr's book *Cordially Yours*.

Jack's eighteen-year-old daughter had just been graduated from high school. She and three other young people were out driving. Another car sideswiped them, forced them over high curb, car caught fire. Three were burned to death, but driver was thrown out and survived. Jack sensed that coroner's jury was inclined to make an example by punishing the young driver. He said to the jury: "It must strike you strange that I, who have just lost my most cherished possession, should plead for leniency to the one who has unintentionally been the cause of this tragic affair. But punishing him would not bring back my girl to me. The blame for such tragedies goes further back than on the shoulders of the young people who are involved in so many of them today.

"We, the parents, are so much involved in our own selfish seeking for pleasure that the young people are left pretty much to themselves. We permit them, at sixteen or eighteen, to drive high-powered motor cars over miles of dark roads at night. Our roads are lined with dance halls and gin joints catering to the young boys and girls. Our movies give them an unnatural, unhealthy conception of life. We give them everything that tends to their detriment and fail to find them honest jobs when they complete college.

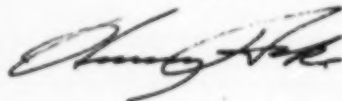
"Many sympathetic friends have said that 'God reached out and took our prized possession.' That strikes me as being unfair to God. I cannot conceive of a God so cruel. No, we cannot place the blame on the broad shoulders of our God. The blame belongs to a generation of parents, side-stepping their responsibility. The blame, gentlemen of the jury, is mine . . . and yours!"

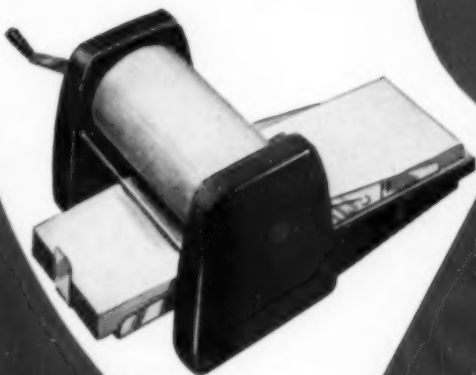
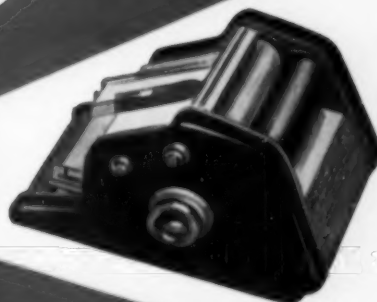
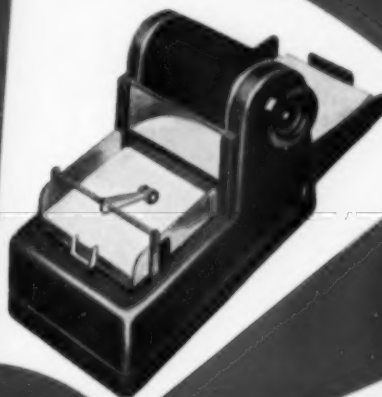
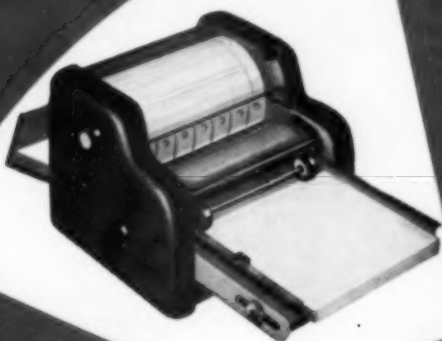
After two hours' deliberation, the verdict was "unavoidable accident." Maybe some of you would like to pass this eighteen-year-old story along as Bob Cramer has done in Missouri.

HARRY PORTER CANNOT STAY IDLE. Although he recently retired as senior vice president of Harris-Seybold Company, Cleveland, he has just become executive vice president of the Education Council of the Graphic Arts Industry. Will be located in council's Washington office (5728 Connecticut Ave., N.W.) and will travel extensively. No one better qualified for the job.

THERE IS ONE THING which should be made clear, especially to newcomers among *Reporter* readers. None of us on *The Reporter* staff or among the monthly columnists have promised to furnish individual counseling service; to rewrite copy; or create new copy. That job is for the professionals who do so for a fee. Several recent cases have been insistent. One in particular addressed to Paul Bringe wanted a letter constructed for a new service to be dispatched by return mail to meet a "deadline." Sorry folks, it just can't be done. If we changed that policy . . . we wouldn't have time to produce the magazine. But we do want to get samples of your work . . . for possible comment.

Good luck always,





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